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BROADCASTING

The Newsweekly of Radio and

TELECASTING

TECHNOLOGY DEPARTMENT

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THE GHOST THAT WASN'T THERE

IT STOLE IN quietly on the night of August 14, 1949, at 9:10 PM, and quivered brilliantly at Channel 9 on the screens of thousands of television receivers. WOR-tv, sister station of powerful WOR, had opened its eyes; WOR-tv was on the air.

To paraphrase Hollywood, it was a "sneak-view"; a heart-in-the-mouth, experimental "rush" on which hinged the hopes and ragged nerves of hundreds of WOR technicians, engineers and their cooperating contractors, steelmen, laborers and consultants.

A limp tele-man turned quietly to Jack Poppele, WOR chief engineer, and said, "Gosh, no ghosts." Jack didn't answer; just smiled.

No, there were no ghosts on WOR-tv, though there was a fade in the corner, which has been corrected. And there have been no ghosts since . . . and no fades. WOR-tv was, and is, a healthy kid.

That was 9:10 PM.

At 9:30 PM, the WOR switchboard began to crackle. It crackled approximately 1300 times until 11:00 PM. "Gee," phoned a man in Poughkeepsie, "the thing's the brightest I've seen!" There were six or eight calls from Poughkeepsie. There were

about five-hundred calls from New York City; four from Patchogue, which is a long way out on Long Island. There were calls from Schenectady, Stroudsburg, Pa. There were calls from as far as 100 miles away. Wonderful calls; calls using words like, "brilliant", "so clear", "crisp", "astounding". They were good to hear.

WOR kept that brilliant signal soaring from its great tower 1050 feet above sea level on the rambling Jersey shore, and then — deep breath — it flashed the Dodgers-Phillies game on the night of August 16th. Good? Well, gentlemen, for three hours WOR-tv blottered that game with all the brilliance of a sun-sprayed mirror! Again — calls of congratulation, letters, postcards. Beautiful, enthusiastic congratulatory bedlam.

WOR-tv was a smash in its first long pants!

You see, WOR waited on tv development, but it waited ready and aware. It waited like a runner waits for the starting gun. "There's a time", thought WOR. "And in that time we can plan a better and more reliable investment for our advertisers and their agencies and a better and more satisfying thing to see — something that will greet the eyes of hundreds of thousands with a *new* kind of information and entertainment. That is what we planned and that is what we thought about a television station named WOR-tv, on Channel 9, in New York."

Yes, that's what WOR planned and, like its brother, WOIC, in Washington, it's going to be a money-maker for *its advertisers* from the day of its first commercial. Because that's what WOR's philosophy has been for more than a quarter-century—a station that serves its advertisers, and its listeners, to the hilt, profitably, for *less*.

WOR and WOR-tv,

in New York

SINCE 1946

another "Louisville"

HAS BEEN ADDED TO KENTUCKIANA* RADIO FAMILIES

1946	LOUISVILLE	137,510	588,740
	THE REST OF KENTUCKIANA	451,230	
1949	LOUISVILLE	110,700	701,870
	THE REST OF KENTUCKIANA	591,170	

a 19.2% increase

*50% or better BMB counties in Kentucky, Indiana, Tennessee and Virginia

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS

WHAS

Louisville, Kentucky

VICTOR A. SHOLIS, *Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

IDENTIFICATION

Confident in what lies ahead

Pledged to the People

In the heart of Wilmington there is a statue of Caesar Rodney, the Delaware Colonial patriot who had faith in the future and served the people well. WDEL-TV, in the same spirit, has established the first television station in Delaware, using a silhouette of Caesar Rodney's statue as its station identification.

WDEL-TV is the only TV station located in this prosperous trade area. A fast-growing audience appreciates WDEL-TV's clearer picture, good local programming, and NBC, DuMont and other network shows. Consider the importance of including this rich market in your TV sales planning.

It was Caesar Rodney who, in 1776, after a furious night-long ride on horseback, arrived in Philadelphia just in time to cast the deciding vote for the Colonies' independence.

A STEINMAN STATION

NBC AFFILIATE

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING at deadline

Closed Circuit

FAILURE of network attorneys to agree with FCC counsel on proposed stipulation in giveaways case which would suspend Oct. 1 effective date of ban, apparently stemmed from conclusion that FCC counsel were attempting to mousetrap networks. Government lawyers proposed networks agree that no additional giveaway programs would be accepted during temporary extension and they felt it would mean tacit approval of FCC's philosophy construing giveaways as lotteries.

ALL GIVEAWAY eyes are turned toward Chicago today where Federal Court will hear arguments on application of Radio Features Inc. (*Tello Test* and *Tune Test*) for stay order to restrain FCC from making its lottery rules effective Oct. 1. Prompt action expected in view of race against time. Case is sequel to suits filed in New York by networks, now to press for injunctive relief in view of FCC's unwillingness to stipulate on automatic extension pending outcome of litigation.

DOYLE PACKING CO., Long Branch, N. J. (Strongheart Dog Food), planning extensive spot campaign in about a month in 15 major eastern markets, starting with Philadelphia. Spots will run 10-25 daily on one station in each market. Cities include Boston, Providence, Baltimore, Washington, D. C., Norfolk, Tampa, Jacksonville, Miami, Scranton, Wilkes-Barre, Syracuse, and possibly Newark and Harrisburg. Agency, John H. Riordan Co., Los Angeles.

WHETHER there will be any basic changes in operating policies of Mutual expected to be determined at board meeting in Chicago Sept. 12, 13. It is understood that MBS President Frank K. White, who assumed network helm last spring, prepared to discuss plans designed to bring network into truer competitive focus after four months of exploratory study. Optimistic note prevailed because of new commercial lineup for Fall start approaching $2 million in billing.

SPOKESMEN for House Commerce Committee make plain that when group holds hearings on moribund McFarland communications bill (S. 1973)—this session or next—they will be extensive and "complete" in scope. There's feeling that differences in measure as drafted by Sen. Ernest McFarland (D-Ariz.) and finally reported to Senate conveniently negated opposition from certain quarters. Good deal of opposition stems from FCC itself. Latest best guess on status of bill: no chance for passage, and less than 50-50 for hearings.

LOOK for Civil Service Commission to throw harpoon into McFarland bill's pay clause covering FCC Commissioners, and other top level posts—General Counsel, Chief Engineer, Chief Accountant—it's known that CSC has so advised House Commerce group. Similarly, it's

(Continued on page 86)

Upcoming

Sept. 13: Third NARBA conference convenes, Windsor Hotel, Montreal.
Sept. 15-16: Joint board meeting of U. S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.
Sept. 15-16: Dist. 9, The Northernaire, Three Lakes, Wis.
Sept. 19-20: Dist. 11, Radisson, Minneapolis.
(Other Upcomings on page 54)

Bulletins

KAIZER-FRAZER Corp., Detroit, through Wm. Weintraub, New York, dropping Walter Winchell's ABC broadcasts at end of year because firm is "withdrawing from network radio." ABC picking up Mr. Winchell's option for 1950, and will announce new sponsor shortly, according to network spokesman.

VIC RATNER TO LEAVE CBS TO BECOME MACY V-P NOV.1

VICTOR M. RATNER, vice president in charge of advertising and sales promotion for CBS since Nov. 1947, will join Macy's, New York department store, as vice president in charge of sales promotion, public relations and advertising, effective Nov. 1, it was announced today (Monday).

Mr. Ratner, born June 10, 1904, worked for Macy's six months in 1922 as night mail clerk. He entered the advertising field in 1927 with J. L. Arnold Co. as office boy and in three years worked up to the position of vice president. Because of the depression, Mr. Ratner left the little firm, joining CBS promotion department in 1930. Five years later, he was promoted to an executive position with the network as director of promotion. On Nov. 3, 1947, Mr. Ratner was appointed CBS vice president.

Earlier this year, Mr. Ratner took leave from CBS to write personally the script for the All-Radio Promotion movie, "Lightning That Talks," because, he said, five writers at work on the project were unable to produce an acceptable script. Macy spokesman said in spite of Mr. Ratner's new job, he would continue in position of producer of the film documentary (see page 54). CBS spokesman said no successor has yet been chosen.

THEATRE TV FOR SERIES

FIRST THEATRE performance of baseball World's Series telecast in history arranged last Friday by MBS, acting for Baseball Comr. Albert B. Chandler, with Fabian Theatres in Brooklyn. Series, to start first week in October, will be shown on large screen via new RCA instantaneous movie projection equipment and will be regular play-by-play telecast. Gillette commercials also will be projected, but on no-pay basis. MBS is handling audio broadcasts and has assigned TV rights as contractor (see story page 58).

Business Briefly

BORDEN APPOINTS ● Borden Co., New York, has appointed Young & Rubicam, New York, to handle some additional products in the Special Products Div. effective Oct. 1. They are Ration-Ayd Dept., Animal Food Dept., Shark Industries Div. and Borden's Processing Co.

GREYSTONE SHOW ● Greystone Press Inc., New York, for its publication, *Popular Mechanics*, to sponsor *Mr. Fixit* on NBC, effective Sept. 11. Program, to be aired Saturday, 12:00 noon to 12:30 p.m., placed by Humphrey Inc., New York.

MILLER ANSWERS CRITICS AT DISTRICT 7 MEETING

NAB District 7, meeting in Cincinnati, wound up two-day meeting late Friday by endorsing board's reorganization of headquarters operation (early story page 23).

President Justin Miller received personal tribute from meeting after delivering fighting talk reviewing NAB's achievements and answering critics' charges point by point. He especially defended legislative and government contact operations of NAB. "The industry's federal legislative status was never better," he said. "Those who say the contrary don't know what they are talking about."

Gilmore N. Nunn, WLAP Lexington, Ky., District 7 director, was lauded for his direction of fast-moving meetings in which members and non-members alike took up their operating problems with NAB specialists.

Judge Miller read results of the BROADCASTING TRENDS survey of last summer and explained that this industry appraisal had largely guided the board in its reorganization.

In analysis of FCC lottery ruling, Judge Miller said Commission conceivably could decide to go further and ban all programs with prize element. He reminded that American people and firms are entitled to judicial determination of guilt. If courts decide to issue injunction against FCC's lottery ruling he said broadcasters might properly go ahead with present giveaway programs.

District adopted resolutions lauding work of BAB and Employe-Employer Relations departments; asked U. S. Census Bureau to include AM, FM and TV questions in 1950 census; suggested industry use its own facilities in radio promotional campaigns; thanked Ralph H. Jones Co. for cocktail party and praised accommodations of Terrace-Plaza.

ZIV SHOW SOLD

DURING the first week of release throughout the country, the Frederic W. Ziv newest transcribed package *Meet The Meujans* has been sold commercially in more than 19 cities five times weekly. Program will be aired in following cities: Cincinnati, Columbus, Dayton, Cleveland, Louisville, Indianapolis, St. Louis, Omaha, Lincoln, Sioux City, Houston, Birmingham, Huron, S. D.; Watertown, S. D.; Rapid City, Johnson City, Tenn.; Seattle, Portland and Lexington, Ky.

Hap-py Birth-day Mist-er Spon-sor!

Hap-py Birth-day to You!

50,000 WATTS
Daytime

10,000 WATTS Night
...810 kc.

One Does It-
in Mid-America

ONE station
ONE set of call letters
ONE rate card
ONE spot on the dial

It's our birthday... but not *our* party. The party, cake and candles, is strictly for you, Mr. Sponsor!

Since 'way back in 1947 A. D. (September 9th to be exact), KCMO's king-sized signal has meant a healthy bonus in listenership for sponsors.

At a low, *amazingly low*, cost per 1000 coverage, KCMO blankets 213 wealthy Mid-America counties with over 5,435,000 potential listeners inside its ½ mv. measured area. KCMO's programming, dialed right to Mid-America listening habits, has meant ever-growing acceptance among listeners..... with results that put sponsors in a "party" frame of mind.

In short, it's *always* a party... when you center your selling on KCMO.

KCMO

and KCMO-FM 94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC Station For Mid-America

National Representative: John E. Pearson Co.

BEST BET IN ARIZONA★

910 Gets You 5,000

Next Thursday, Sept. 15, KPHO . . . The Voice of Phoenix, moves to a new frequency with greatly increased power. As an advertiser on the new KPHO, you'll get 5000 watts on 910 kilocycles.

Your programs will be broadcast by complete Western Electric Equipment. You'll benefit from the best of everything, including coverage, programming, service, and (until they're taken up) availabilities.

You will be protected on the old 250 watt rates for the length of every order signed before October 1, 1949.

★ CALL US ON IT !

TAYLOR-BORROFF
or
KPHO
Phoenix, Arizona

REX SCHEPP, President — DICK HEATH, Commercial Manager

(Affiliated with American Broadcasting Co.)

BROADCASTING TELECASTING

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First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Kathryn Ann Jones, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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BIG THINGS HAPPEN . . .

THIS MECHANICAL MONSTER—the largest in the world—scoops up 50 tons of coal at one bite . . . weighs as much as a U. S. Navy Destroyer (2,000 tons!) . . . uses as much electricity in one month as a city of 6,000 people. Operated by the Hanna Coal Co., at Georgetown, Ohio.

. . . IN THE WWVA AREA

As *big* things happen in industry in the WWVA area, so do *big* things happen for WWVA advertisers. For the WWVA 50,000-watt voice reaches into more than two million radio homes, covering eight and one-half million people . . . people who produce more than half the nation's coal, more than half the nation's steel in Eastern Ohio, Western Pennsylvania, Virginia and West Virginia.

They welcome WWVA's friendly local programs and top-flight CBS shows into their homes. *Proof that they listen:* Attendance at personal appearances of WWVA artists. *Proof that they buy:* Station mail of more than one thousand pieces a day. WWVA can help *you* sell *your* product in a *big* way in a *big* market. Consult your nearest Edward Petry Man today for Fall availabilities.

A FORT INDUSTRY STATION

WWVA

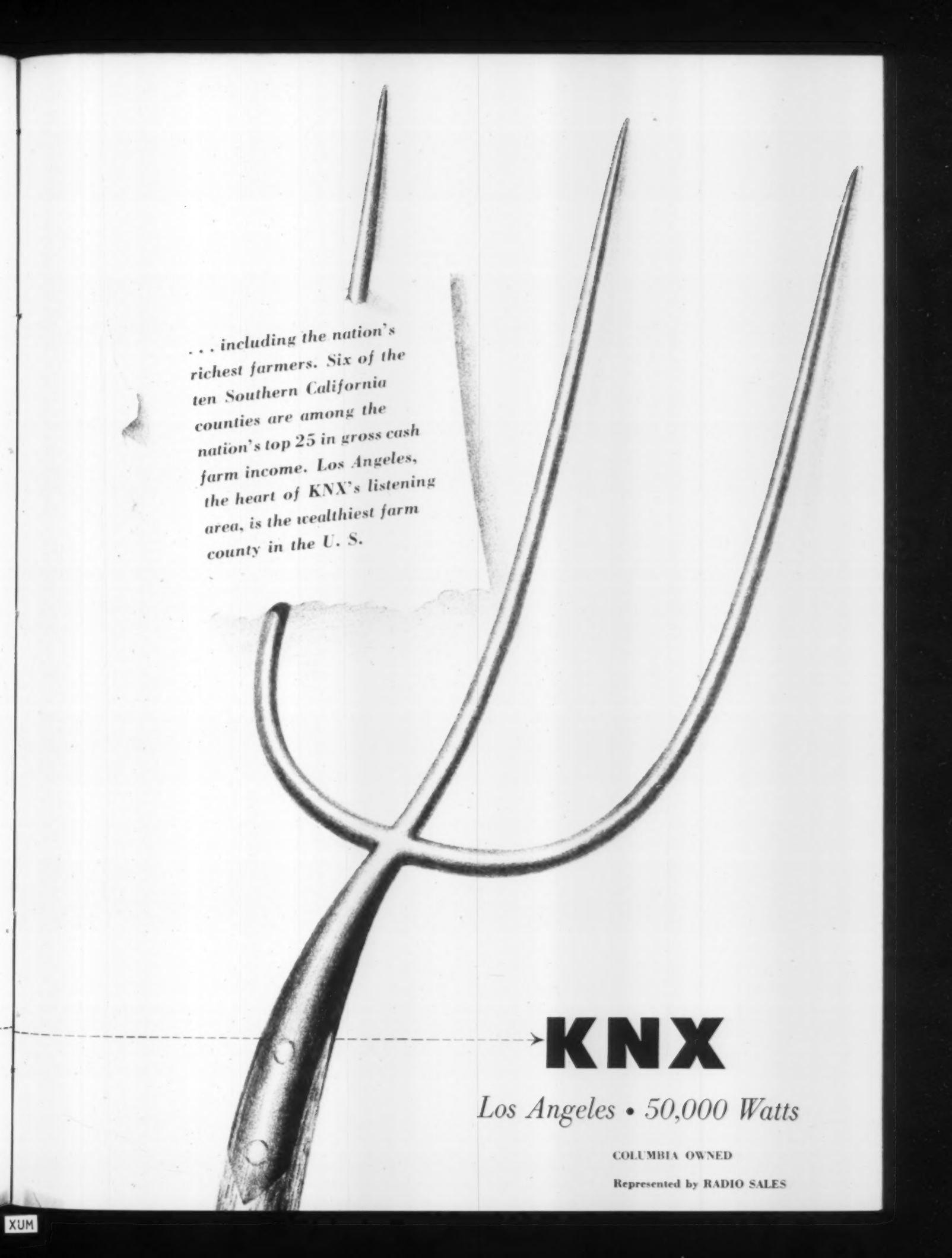
50,000 WATTS · · CBS · · WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City

XUM

...over
five million
people
listen to
one station
every week



. . . including the nation's richest farmers. Six of the ten Southern California counties are among the nation's top 25 in gross cash farm income. Los Angeles, the heart of KNX's listening area, is the wealthiest farm county in the U. S.

KNX

Los Angeles • 50,000 Watts

COLUMBIA OWNED

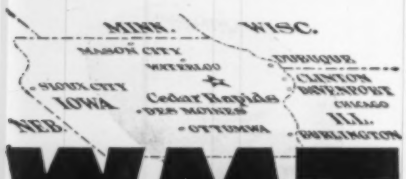
Represented by RADIO SALES

XUM

No Fallen Arches in Keystone (IOWA)

Salesmen don't have to wear their arches to the nub in Keystone . . . WMT gets around for them. The town itself isn't much bigger than a statistic, but when added to the Big Rocks and Stone Cities and 1058 other towns and cities in WMTland, it becomes a part of one of the world's most prosperous markets.

The way to build a triumphal arch of sales into this area is clear: use WMT, Eastern Iowa's only CBS outlet. Ask the Katz man for full details.



WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

Agencies

ROGER BACON appointed manager of newly opened Ruthrauff & Ryan Inc. offices in Dallas. He was transferred from St. Louis, where he was an executive on packing, automotive and brewery accounts. Previously, he was an announcer for seven years with various St. Louis stations, and WTOL Toledo. Agency's Dallas office is at 5523 E. Mockingbird Lane.

C. J. SCHUEPBACH, former representative for KLZ Denver and advertising manager of Hartmann Trunk Co., Racine, Wisc., joins Jim Baker Assoc., Milwaukee, Wisc., as vice president.

Mr. Schuepbach

ORVILLE CHASE, formerly with N. W. Ayer & Son, Philadelphia, joins Compton Adv. Inc., New York, as account executive.

LARRY LOWENSTEIN, formerly general manager of Richard A. Walsh Assoc., prior to that publicity director of WINS New York, joins publicity department of Benton & Bowles, New York.

ROBERT N. O'DONNELL, formerly account executive with Fuller, Smith & Ross, New York, joins executive staff of Ruthrauff and Ryan, same city.

FREDERICK C. BRUNS, recently resigned as director and vice president of Ruthrauff & Ryan, New York, joins Duane Jones Co., same city, today to work on package goods advertising.

THOMAS B. COLEMAN, formerly account executive at Lord & Thomas, J. Sterling Getchell and Biow Co., all New York, joins Sullivan, Stauffer, Colwell & Bayles Inc. in same capacity.

CYRIL WILLIAMS, formerly account executive with Wilhelm-Laughlin-Wilson Assoc., New York, joins Dinion & Dubrowin Inc., same city, in the same capacity.

JOHN HAWTHORNE, formerly with J. Walter Thompson Co., San Francisco, joins Biow Co., same city, as production manager.

GEORGE T. JAHNKE, former director of advertising for Liquid Carbonic Corp., Chicago, appointed assistant to the president of Glenn, Jordan, Stoetzel Inc., same city.

NAN PIERSOL, formerly with Colorado River Assn. and prior to that public relations representative for Pacific Overseas Airlines, joins Bogerts Agency, Los Angeles.

Mr. Jahnke

EARL EBI, Hollywood television director for J. Walter Thompson Co., transfers to New York office of agency Sept. 16 to handle new television accounts.

PATRICIA JAMES appointed radio time buyer of Ad Fried Adv., Oakland, Calif., replacing SHIRLEY CURTIN, resigned.

RANDY DUNNELL, head of Radio for Newell-Emmett Co., New York, and ROBERT MOSS, producer of NBC Chesterfield *Supper Club* for agency, are in Hollywood for six weeks conferences regarding show.

JOSEPH J. TISSIER, formerly head of his own agency in New York, joins Charles Docker Co., San Francisco. HOPE BROCCHINI, formerly with Kreidt & Myers Adv., San Francisco, joins publicity department of agency.

E. J. CONLON joins merchandising staff of Tatham-Laird Agency, Chicago, after serving John W. Shaw Adv., same city, as account executive.

CHARLES PERRINE, formerly with Ruthrauff & Ryan, Chicago, joins Emil Reinhardt Adv., Oakland, Calif., as account executive.

PAUL BELANGER, television producer, J. Walter Thompson Co., New York, is in Hollywood for three weeks to produce Lever Bros. video commercials for *The Clock* scheduled for NBC Eastern network.

WILLIAM E. WRIGHT, president of Wright Radio Productions, Chicago, announces formation of Wright & Assoc. Adv. at 218 East Ontario, Chicago. Company will specialize in radio and television advertising.

NEW ADDRESSES: MARK LARKIN, public relations and publicity counsellor New York, moves headquarters to suite 538-A Newsweek Bldg., 152 West 42nd St. Mr. Larkin has added radio to his accounts. COLEMAN-JONES Adv., Los Angeles, moves to 1250 Wilshire Blvd. Phone: Madison 6-5869.

Business is always better in Washington, D.C.

Example: Population of the Nation's Capital and its immediate suburbs has jumped more than 100,000 during the past three years and today exceeds 1,380,000. That's why the new Washington phone book is the fattest in history. That's why more listeners to WTOP than ever before.

WTOP
THE WASHINGTON POST-CBS STATION

WASHINGTON'S ONLY 50,000 WATT STATION • REPRESENTED BY RADIO SALES

"OLD

Exclusive Representatives:

Radio

Albuquerque	KOB
Beaumont	KFDM
Boise	KDSH
Boston-Springfield	WBZ-WBZA
Buffalo	WGR
Charleston, S. C.	WCSC
Columbia, S. C.	WIS
Corpus Christi	KRIS
Davenport	WOC
Des Moines	WHO
Denver	KVOD
Duluth	WDSM
Fargo	WDAY
Ft. Wayne	WOWO
Ft. Worth-Dallas	WBAP
Honolulu-Hilo	KGMB-KHBC
Houston	KXYZ
Indianapolis	WISH
Kansas City	KMBC-KFRM
Louisville	WAVE
Minneapolis-St. Paul	WTCN
New York	WMCA
Norfolk	WGH
Omaha	KFAB
Peoria-Tuscola	WMBD-WDZ
Philadelphia	KYW
Pittsburgh	KDKA
Portland, Ore.	KEX
Raleigh	WPTF
Roanoke	WDBJ
St. Louis	KSD
Seattle	KIRO
Syracuse	WFBL

Television

Baltimore	WAAM
Ft. Worth-Dallas	WBAP-TV
Louisville	WAVE-TV
Minneapolis-St. Paul	WTCN-TV
New York	WPIX
St. Louis	KSD-TV
San Francisco	KRON-TV

F&P Colonels are constantly "on the road," visiting every station we represent, talking with hundreds of important manufacturers, agencies and distributors. The result is a most complete and intimate knowledge of broadcasting, where it happens, and where it works for you.

MEET

COLONEL F & P"—

He Covers the U. S. Every Few Days!

OLD Colonel F&P really gets around. Last year alone he racked up over 131,417 miles by plane and train (and even 2,557 miles by steamship!), visiting his customers and the stations he represents!

But this is wanderlust *with a purpose!*

The 22 of us here at Free & Peters (who *are* the old Colonel) know that we've *got* to get out and see people to keep up-to-date on national spot radio and television. By constant travel and exchange of ideas, we learn a lot of valuable things for you. *By field work in the actual markets we serve, we learn the practical facts which often elude "home offices," yet which may determine the success of your advertising. . . .*

"Getting around" is just *part* of what makes us Free & Peters Colonels effective in helping our customers do profitable national-spot radio and television. We'd like to show you *how* effective. *May we?*

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Covers the Field'

EDITOR, BROADCASTING:

. . . I have read BROADCASTING for many years and there is no question but that it covers the field completely and adequately. . . .

John P. Heverly,
Botsford, Constatine & Gardner Advertising
Seattle, Wash.

* * *

'Times' Affiliation

EDITOR, BROADCASTING:

On page 77 of your August 29 issue, under the caption FINCH TESTIFIES, there appears the statement that "Radio Inventions, affiliate of the *New York Times*, was mentioned as being able to meet the specifications." I believe the statement originated with General Akin and, unfortunately, was not correct. I wrote him in part:

"Naturally, we are delighted to have this expression of your belief in our ability and, very frankly, we share it because, to the best of our knowledge, we are the largest builders of facsimile instruments in this country. It is not correct, however, that Radio Televisions Inc. is an affiliate of *The New York Times* and we trust that your reference was to our company which is Times Facsimile Inc.

"Radio Inventions, to which you referred, is headed by John V. L. Hogan who is now on the payroll of the Interstate Broadcasting Co. as a consultant. This company is a wholly owned subsidiary of the *New York Times* and, until just a few months ago, Mr. Hogan was its president. Quite apart from that, however, he has organized Radio Inventions Inc. and this activity is in no way connected with the *Times* nor is Mr. Hogan himself in any manner connected with Times Facsimile Inc."

Arthur Hays Sulzberger,
Publisher New York Times

* * *

Dated Copy

EDITOR, BROADCASTING:

I have a suggestion to make to agencies of all sorts that send public service announcements to radio stations.

. . . It would be a tremendous help to us if these public service agencies would make a notation on each sheet of copy they send us containing the fact "This copy not to be used after ——" . . . .

BROADCASTING is a cover-to-cover "must" in our department. The copies we receive here are passed on . . . and each copy gets at least five readers.

Murray Arnold
Program Director
WIP Philadelphia, Pa.

* * *

Re: 'Combo' Men

EDITOR, BROADCASTING:

In the "Open Mike" column of Aug. 29, there appears a letter written by C. D. Chandler of Tarboro, N. C., regarding "Combo" men. In my opinion, the letter is ridiculous to the nth degree.

To begin with, most stations pay combination men a better salary than they could pay individual announcers and operators. To most small stations it's not a matter of "trying to get something for nothing," but a matter of staying in business or going broke. It is my belief one of the biggest mistakes the FCC ever made was deciding against new type licenses that would permit the operation of transmitters up to 1 kw by men with a limited class of license that deals with practical matters. Modern day transmitters are practically fool-proof in operation, require very little attention, and can easily be operated properly without a Degree in Radio Engineering. . . .

Virgle E. Craig
Manager, WLET
Toccoa, Ga.

EDITOR, BROADCASTING:

With reference to the letter written by C. D. Chandler, WCPS Tarboro, N. C. I would like to point out some basic errors in his thinking.

First, his stand is contrary to the free enterprise system. . . . Next, who shall say what is a living wage? Again, who is Mr. Chandler or anyone else to tell free men that they may not work as "Combo's" just because he doesn't want to? . . . I have never worked as a "Combo" nor do I wish to. Yet I would much prefer that to no job at all. . . .

Earl Hodges
Cherry Valley, Ark.

* * *

Watch That Vowel

EDITOR, BROADCASTING:

Now that the full schedule of radio programs is about to return to the air, for fall and winter, it behooves me to get rid of a protest that has been making my "listening" life a continuous misery.

Can something, anything, be done to correct the scandalous mispronunciation of some of the com-

(Continued on page 58)

The Shortest 2 Hours

in MEMPHIS RADIO

BUDDY DEAN'S

1340 CLUB

3 to 5 p.m.

Now Available — 15 minute segment
3:45 to 4 p.m.

Share of Audience 19.0 **June-July Hooper Audience Index**

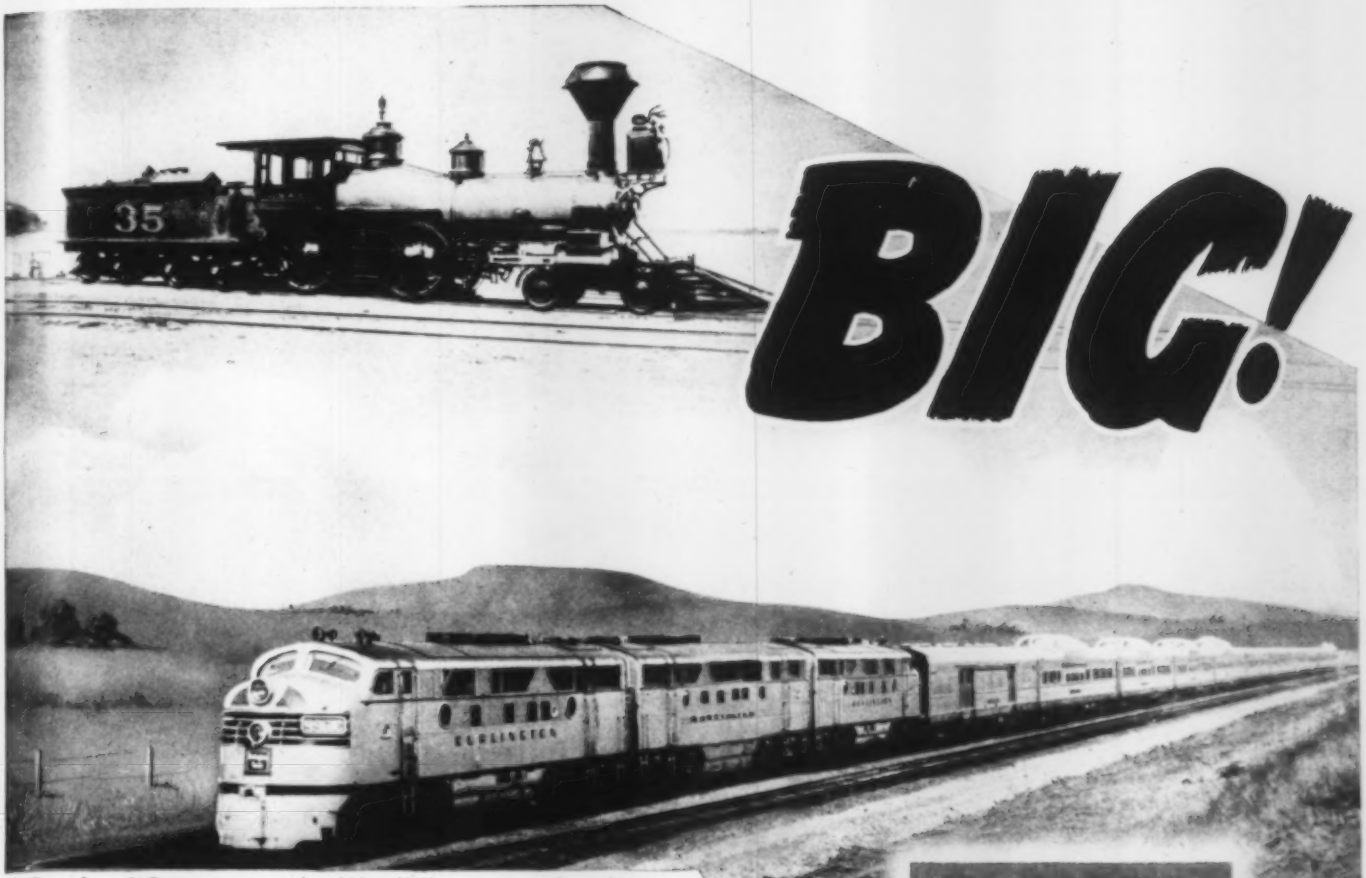
Patt McDonald, manager

WHHM

Independent—but not Aloof
MEMPHIS, TENNESSEE

AIMS Association of Independent Metropolitan Stations

INDEPENDENT METROPOLITAN SALES, representatives



Omaha, "Gateway to the West", is western headquarters of the Burlington Railroad. For 100 years the Burlington has been the "Big Settler" in the Middlewest, helping this big, rich territory to become the food basket of the world. Serving the people and industry of this BIG Burlington territory is another pioneer—the BIG 50,000 Watt Station KFAB.

Burlington Route

50,000 WATTS

KFAB

Your Columbia Station

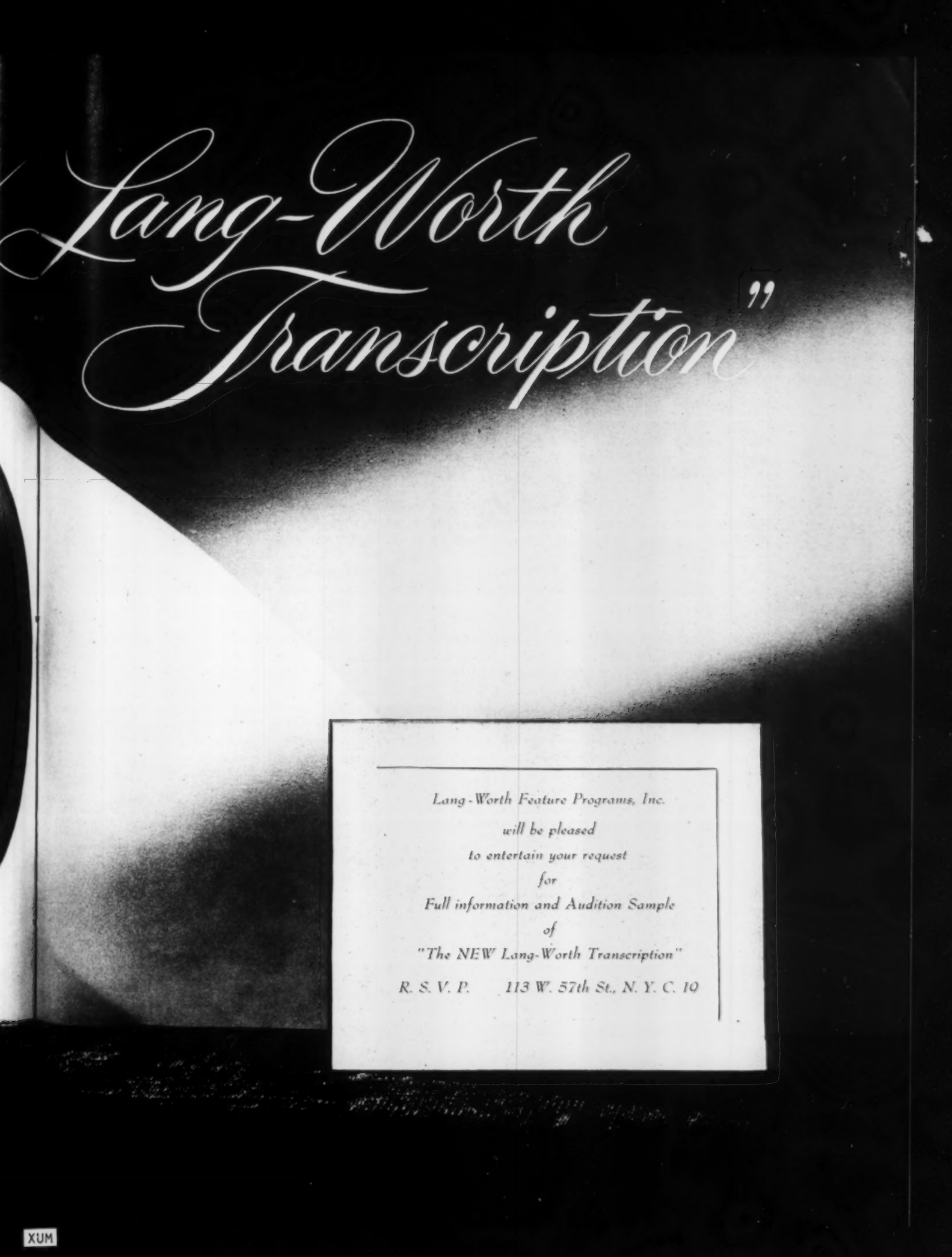
OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE

XUM

"The NEW
LANG-WORTH
FEATURE PROGRAMS INC. NEW YORK, N. Y.
ACTUAL SIZE


Lang-Worth
Transcription"
Lang-Worth Feature Programs, Inc.
will be pleased
to entertain your request
for
Full information and Audition Sample
of
"The NEW Lang-Worth Transcription"
R. S. V. P. 113 W. 57th St., N. Y. C. 10

XUM

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

September 3, 1949

To the PRESS and RADIO:

Subject: RAILROAD COSTS AND FREIGHT RATES

On September 1, two important developments took place in the railroad industry. On that day, the new freight rate increase recently authorized by the Interstate Commerce Commission became effective, and the 40-hour week with 48 hours pay for approximately one million non-operating employees went into effect.

It was estimated by the President's Emergency Board which recommended the 40-hour week that the shorter work week will cost the railroads approximately $450,000,000 a year. According to estimates of the Interstate Commerce Commission, the freight rate increase will produce about $293,000,000 annually. In other words, the revenues which the railroads will receive from the new freight rates will cover only 65 per cent of the new costs resulting from the 40-hour week for nonoperating employees.

Exactly how the railroads will meet the difference is hard to say at this time, but they are going to try to find ways. This is not going to be easy, because railroad earnings, by any fair standard of measurement, are now inadequate. At the present time, the railroads are earning less than 3 per cent on their net investment, and this is far from the 6 per cent they need and should have in order to be financially and physically sound.

Whenever you hear or read anything about the new railroad freight rates, you might keep the above facts in mind. You might also keep in mind that railroad freight rates since 1939 have increased only 57 per cent, while the prices of goods generally have gone up 100 per cent. Moreover, the wages which railroads pay their employees have risen 109 per cent, payroll taxes have jumped about 90 per cent, and the unit prices of fuel, materials and supplies have increased 100 per cent.

On almost any basis that can be devised, railroad transportation charges today are relatively a lesser factor in over-all production and distribution costs than in any prewar year. No other industry has made a greater contribution toward helping to keep prices down than have the railroads.

Sincerely yours,

William T. Faricy

New Business

OHN H. DULANY & SON Inc., Fruitland, Maryland, appoints Foote, Cone & Belding, New York, to handle its advertising for Dulany Frozen Foods. Radio will be used.

SSON OIL & SNOWDRIFT SALES Co., New Orleans, Oct. 10 starts five kly sponsorship of transcribed 15 minute serial, *Dr. Paul*, on seven NBC ific Coast stations on spot market basis. Stations include KFI Los Angeles, J Fresno, KFSD San Diego, KNBC San Francisco, KGW Portland, Ore., MO Seattle and KHQ Spokane, Wash. Agency: Kenyon & Eckhardt Inc., lywood.

EENSPOT Inc. (Orangeade), Los Angeles, adds three Los Angeles stations weekly spot schedule: five on KHJ, four on KECA and six participations KNX *Housewives Protective League*. Firm previously started similar cam- gn on other stations, including KTTV (TV) and KLAC (TV), same city. ntracts, 13 weeks. Agency: Phillip J. Meany Co., Los Angeles.

ARS, ROEBUCK & Co. returns to radio with sponsorship of twice-daily *l Gibson Show* on WBBM Chicago, to advertise its American Peoples yclopedia. Placed direct.

N-HUR PRODUCTS Inc., Los Angeles, through Mogge-Privett Inc., that planning radio spot campaign on Pacific coast after Sept. 15. Budget disclosed.

Network Accounts • • •

LSBURY MILLS Inc., Minneapolis, through its agency, Leo Burnett Co., icago, renews *Galen Drake* program on ABC for 52 weeks, effective Oct. 3. ed 4-4:15 p.m., Mon-Fri., program advertises company's flours, baking mixes cereals.

IESEBROUGH MFG. Co., New York, (Vaseline Cream Hair Tonic), renews *atest Fights of the Century* on NBC-TV for its second year of sponsorship. e-minute film show is telecast Friday immediately following boxing matches Madison Square Garden. Agency: Clayton Inc., New York.

AKER OATS Co., Chicago, sponsors *Talk Your Way Out of It* on ABC Mon., i., Fri., 3 to 3:30 p.m. (EDT) starting today (Sept. 12). Agency: C. J. Loche & Co., New York.

LMOUNT CLOTHING Co., New York, (Clipper Craft clothes for men) spon- s *The Amazing Polgar* in weekly ten-minute telecasts on CBS-TV starting pt. 16, from 7:45-7:55 p.m. Agency: William H. Weintraub Inc., same city.

LSBURY MILLS Inc., Los Angeles (Globe Mills Div), renews *Surprise ckage* for 13 weeks on 15 ABC Pacific stations. Agency, Leo Burnett Co., Angeles.

A. SHEAFFER PEN Co., Fort Madison, Iowa, sponsors 15-minute weekly rts telecast *This Week In Sports* on CBS-TV starting Sept. 21. Agency: Rus- M. Seeds Co., Chicago.

CIFIC COAST BORAX Co., New York, through McCann-Erickson, also New k, renews ABC broadcasts of *The Sheriff* for 52 weeks. Program, aired day, 9:30-10 p.m., is on behalf of Twenty Mule Team Borax and Boraxo.

CKETT Ltd., Hamilton, Ont., (Buckingham cigarettes), on Sept. 14 starts sixth year *Buckingham Theatre* on 30 Dominion network stations, Wed. 0-10 p.m. Agency is MacLaren Adv. Co., Toronto.

dpeople • • •

ORGE R. PLASS, formerly advertising assistant of Jello division and ciate advertising manager for Minute and Certo divisions of General ds Corp., New York, named associated advertising manager of the Jello sion. **DAVID W. THURSTON,** formerly advertising manager in the ex- t division, appointed advertising assistant in Minute and Certo division.

AN BROWN, former sales manager for Bowey's Inc., Chicago, named assist- advertising manager of Pharmaco Inc., Newark, N. J., (Feen-A-Mint and oz, medicated chewing gums). Pharmaco is heavy user of radio spot time.

HARD ROTHLIN, former assistant account executive with Young & ricam, San Francisco, joins advertising and promotion department of West- Beet Sugar Producers Inc.

Man Who Comes To Dinner Brews a Nightcap

He comes to dinner five times a week—and his hosts number about 13,500,000 listeners weekly. He likes his coffee and his news hot—and while he roasts no coffee, the subjects of his research are sometimes well-roasted. He finds grounds for comment in the many political pots which are always brewing in the nation's capital.

His nightly "top of the news as it looks from here" puts cream in many a sponsor's cup.

Lively, stimulating, widely followed, his broadcast—the Fulton Lewis Jr. program—is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, at local time cost with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

XUM

Inside metropolitan Salt Lake City, KSL has the biggest audience . . . a 34.9% average share of the week's listeners. Delivers highest average rating . . . 11.4!

In the outside area, too, KSL leads—with the lion's share of the listeners . . . 32.2% of the audience. Stacks up the highest average rating for the week . . . 9.4!

EVERY INCH A LEADER

. . . that's KSL!

That's what Benson and Benson, Inc.* found when they measured listening inside the 52 square miles of Salt Lake City and in the outside areas of KSL's 74-county-unit, quarter-million-square mile territory.† This Diary proves that KSL is every inch a leader in every part of Intermountain America—a market where one million of your customers ring up one billion dollars a year in retail sales.

To be a leader in Salt Lake City or in the outside area—or throughout **all** Intermountain America—buy the leader—KSL. You'll find KSL makes your advertising pay off every inch of the way at **less cost per customer than any other station or regional network.**

* Independent research organization
† 50-100% Common Day-Night BMB Audience Area.

50,000 WATTS · CBS · Represented by RADIO SALES

XUM

Radio is
TODAY'S
BEST BUY
..and in Washington
the best buy is
WWDC

Keep your eye on the ball! Just measure the total audience of *any* advertising medium, and you'll realize that the most effective, economical way to reach the millions is still radio. You can't get today's results on tomorrow's ideas!

More and more national advertisers are turning to *independent* radio stations. In Washington, they're buying WWDC—the big dominant independent. Get all the facts from your Forjoe man.

TODAY'S BUY!
One Spot Daily, Tony Wakeman's
ALL SPORTS PARADE
As low as $66 weekly

WWDC
AM-FM—The D.C. Independent
Represented Nationally by
FORJOE & COMPANY

Feature of the Week

NOT content to sit back and watch wholesale fender smashing, WCHS Charleston, W. Va., is conducting a fiery public service spirited campaign to "courteous-ize" drivers.

WCHS Manager Jack Gelder announced the drive with, "A few seconds spent in thinking of the other fellow could very easily prevent many of the traffic snarls we see too often in traffic rush hours."

Feature of the radio station's campaign is the outfitting of a Traffic Courtesy Patrol. A Crosley Hot-Shot coupe, operated by a local police officer, carries WCHS reporters and portable recording equipment. Acts of traffic courtesy observed by the patrol are discussed on the air from 12:45 to 1:00 p.m. every day and continued through Labor Day weekend.

Pegging attention to courtesy in driving, vehicle operators steady on the wheel are stopped, interviewed, given a WCHS Traffic Courtesy Award sticker for the windshield and two tickets for a Charleston Senators ball game. At the same time, any citizen who observes a courteous act is requested to report it and the license number of the car to the station. An award sticker is then sent to the driver.

WCHS "Traffic Courtesy Patrol" car and Program Director Mort Cohn on duty.

With a stamp of approval from the Charleston Police Department and cooperation from the West Virginia Safety and Health Council, WCHS is carrying forward, and beaming, the campaign's slogan "Your Courtesy and Care a Life May Spare!"

On All Accounts

ALTHOUGH radio drama was to have been her career, Mary Ellen Ryan discovered upon graduating from high school that there was many a good actress job hunting in Hollywood. So she entered the business side of the broadcasting-advertising industry. And she has been too busy ever since to regret that move.

Bubbling over with enthusiasm and happy in what she is doing, you'll find her listed today as radio timebuyer of Raymond R. Morgan Co., Hollywood. Responsibilities include timebuying for such agency accounts as Los Angeles Soap Co., Los Angeles (White King, Sierra Pine, Scotch Cleanser); Planters Nut & Chocolate Co., San Francisco (salted peanuts); J. A. Folger Co., San Francisco (coffee, tea, spices); Germain Seed & Plant Co., Los Angeles; Institute of Religious Science, Los Angeles.

MARY ELLEN

Although born in Rawlins, Wyo., (Nov. 16, 1921), Miss Ryan adopted California as her home at an early age. With a four year stop-over in Denver, her family moved to Los Angeles in 1929. It has been home ever since.

With a flair for the drama she managed to be cast in just about every pageant and play staged by her grammar school. With entry to George Washington High School where she was the outstanding girl student on graduating in 1940 and also class valedictorian, Mary Ellen made public speaking and drama her majors. She also attended U. of Southern California and UCLA for a time, but rounded out her formal education with a year at business college.

Miss Ryan first became inoculated with the radio bug while a high school freshman in early 1937. As result she was cast in the student group weekly **Radio Guild** on KMPC Hollywood. For the next three years she hardly ever missed being cast in that weekly program. And other independent stations invited her to participate in their programs too. Mary Ellen, during those high school years, was much in demand as a public speaker by various groups in the Los Angeles area.

With education completed, she found no acting job awaiting her, but Miss Ryan was determined to get into radio one way or another. And that opportunity arose in March 1941 when she was offered a script-typist job at Don Lee

(Continued on page 20)

KPRC
BEST BUY
in Houston

First
IN BMB
IN HOOPER
IN THE SOUTH'S
FIRST MARKET

To sell Houston
and the great
Gulf Coast area
Buy KPRC
FIRST in Everything that Counts!

KPRC
HOUSTON
950 KILOCYCLES · 5000 WATTS
NBC and TQN on the Gulf Coast
Jack Harris, General Manager
Represented Nationally by Edward Petry & Co.

Milestones

► Jerry Strong, disc jockey and morning man for WINX Washington, celebrated his 15th year in radio Sept. 9. He has been with WINX for the past nine years and currently broadcasts from 6 to 9:30 a.m. and 12:05 to 1 p.m., Monday through Saturday. He also makes numerous personal appearances at public benefits, schools and service hospitals.

Mr. Strong

► A cocktail party and open house climaxed three-day celebration of the 20th anniversary of KTSM El Paso, Tex. Special show entitled *Calling 1969* was aired in the evening, featuring a "time Capsule" idea with a disc of the program being locked away for use on the station's 40th anniversary.

► Columbia Pacific Network *Meet the Missus* celebrated its sixth year on the air last month with a special birthday party program honoring George W. Allen, western program director and program originator. Harry Koplan is present producer-director of show.

► WCSI-FM Columbus, Ind., celebrated its second anniversary during the first week in September. Station's sponsors ran congratulatory newspaper and radio ads, as well as record manufacturers, some of whom ran special trade paper ads about WCSI. Several salute programs were aired by the station.

► Bill Baker, engineer of CFRB Toronto, has started his 26th year in radio. He has been with CFRB since 1928.

► KVEN Ventura, Calif., recently celebrated its first anniversary.

SPONSOR'S CAKE is cut by Mr. Sachs (l) marking the 15th birthday of the *Morris B. Sachs Amateur Hour* on WENR Chicago. Celebrated by ABC's Central Division Aug. 28, the birthday party featured the special cake which was presented by John H. Norton Jr., (r) division vice president. Show, believed the oldest commercial program aired in Chicago, also has been telecast since March.

FM COLLEGE
To Serve Four States

A FOUR station FM network broadcasting college courses to an estimated 40,000 families in four states will begin operations Sept. 19, John T. Keown, production manager of KWGS Tulsa, Okla, has announced.

KWGS, non-commercial outlet of U. of Tulsa and organizer of the network, will link by relay WMBH Joplin, Mo.; KMUS Muskogee, Okla., and KFPW Fort Smith, Ark., all commercial. States reached by the broadcasts are Arkansas, Kansas, Missouri and Oklahoma.

Pioneer in college-by-radio courses, KWGS already offers six classes by air for the first semester of the 1949-50 school year. The network stations are taking from three to ten hours a week of KWGS originations. Network was set because of the success of KWGS' College by Radio idea which has been in operation for the past two years.

WTRR's New Home

WTRR Sanford, Fla., 250-w station licensed to Southeastern Broadcasting System, held open house Sept. 2 at its new Seminole Broadcasting Center, 1110 E. First St., Sanford. Station had been located at the Mayfair Inn since its establishment in 1947. A special pre-open house program, devoted to progress in radio broadcasting, heralded the opening to which the public was invited. Building houses studios, general offices and transmitters. Two studios are used for program arrangements.

KANSAS farm homes prefer WIBW by a 3½ to 1 majority. This fact, well known to advertisers, is reported by Dr. F. L. Whan, University of Wichita, after personal interviews in 7019 Kansas homes. WIBW's farm service programs attract *four* listeners for every *one* of the next closest station. A consistent, loyal audience is shown by the fact that 32.8% of all farm men *habitually* listen to WIBW Farm News; while 87.3% depend exclusively on WIBW for market reports. When the farmers of Kansas speak, they say: *"You get the most for your radio dollar when you buy WIBW."*

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM
CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

HOW YOUR STATION CAN HELP FIGHT POLIO

POLIO has struck harder this summer than in many previous years. Your station can contribute to the community's welfare by helping to create a calm, informed attitude about the disease.

Facts about polio are dramatized in a 15-minute transcribed program offered to radio stations FREE OF CHARGE as an educational public service by The Mutual Life Insurance Company of New York. The program is based on authentic information from the company's Medical Department.

The script is written by Gretta Baker and produced by Chick Vincent. Richard Stark is the narrator. Written scripts are also available to stations that would prefer to do a "live" broadcast. You may obtain a transcription or a script promptly by filling out and mailing the convenient order blank below.

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK

34 NASSAU STREET • NEW YORK 5, N. Y.

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK
34 Nassau Street, New York City 5, New York

Gentlemen:
Please send me, free of charge, for broadcast as a public service:

☐ a transcription ☐ a script

of the 15-minute program on infantile paralysis entitled "These Are My Jewels."

PLEASE PRINT

NAME _____

STATION _____

ADDRESS _____

CITY _____ STATE _____

. . . In the Public Interest

Station Is Go-Between

WHEN the friend of a pair of frantic parents called WRBL Columbus, Ga., to report a missing boy, the station was glad to be of service and broadcast the child's description. Three hours later, the Columbus police station called the studio and asked them to broadcast the description of a small boy who had been found, and refused to tell them anything about himself. A listener heard both broadcasts and drove over to the home of the worried parents, taking them down to police headquarters. There was a silent reunion between parents and child, for all were deaf-mutes.

* * *

Family Evicted

UNWELCOME guests, in the form of a family of skunks living in the basement, drew an appeal for aid from an harassed housewife in Troy, Ohio. The housewife had asked local and state police to help her, and they asked WPTW Piqua, Ohio, to tell their listeners about the situation and request suggestions. The news department of the station made a feature story out of the item, telling listeners that anyone was welcome to the skunks without "paying a (s)cent." Five courageous teen-agers, as a result of the broadcast, sneaked up on the skunk family and doused them with ether, and then disposed of them. The station received orchids from the housewife, and each boy was awarded a cake of soap, WPTW reports.

* * *

Announcer Gives Blood

MOBILE UNIT of the Red Cross had never made its quota in Coshocton, Ohio, but this year, things were different. Chief announcer Bob Zimmerman of WTNS Coshocton, went to the unit, and while donating his blood, recorded a colorful description of the entire operation, demonstrating the ease with which a donation can be made. After the recording was aired, Red Cross reports, 22 donors, who had never before registered, called to offer their blood.

* * *

Meeting Families

THIRTEEN patients at the Children's Heart Hospital, Philadelphia, saw 21 of their brothers and sisters ranging in age from six months to 13 years over WCAU-TV. Since the average stay for a patient at the hospital is at least a year, and no one under 21 may visit the patients, many of them had not seen brothers and sisters born after they had entered the hospital. The brothers and sisters were introduced by Bill Hart in front of the WCAU building, preceding the *Bill Hart on Chestnut Street* show.

On All Accounts

(Continued from page 16)

Broadcasting System. She moved in bag and baggage and shortly after became secretary to Jimmy Burton, then production manager. She became the regional network's traffic manager on her 21st birthday in Nov. 1942, subsequently heading that department for 2½ years. When the assistant publicity director's berth became available in spring of 1945 Miss Ryan got the assignment, but resigned in August of that year to join the now deceased Associated Broadcasting Co. which was being organized then as a fifth network.

Some six months later Miss Ryan found herself associated with Harry J. Wendland Adv. Agency, Los Angeles. For the next 18 months whatever radio the agency had, she handled. Mary Ellen was a junior account executive and did client contact too. In addition she handled copy. She speaks affectionately of those days, expressing appreciation for knowledge acquired.

It was in June 1947 that her shift was made to Raymond R. Morgan Co.

Miss Ryan is first vice-president of the Hollywood Business & Professional Woman's Club. She is also on the board of directors of the California Federation of Business & Professional Women's Club and a member of Los Angeles Women's Ad Club. In addition she is radio advisor of the Southwest Region of the American Association for the United Nations.

Although she is earnestly learning to play golf, raising orchids and cooking are her major hobbies. She collects cook books and adds recipes of her own to them. An outdoor girl, Mary Ellen also goes in for horseback riding.

POWER OF RADIO
Shown by Milan Free Fair

ALTHOUGH 20 miles away, WPAG Ann Arbor, Mich., is generally credited with being the sole successful advertising medium used in making Milan, Mich.'s first annual Free Fair, the success it was this summer.

Over 35,000 people from Northeastern Indiana, Central Ohio and Southeastern Michigan attended the five-day event. WPAG's promotion included four remote broadcasts daily from Milan Fair Grounds conducted by WPAG Farm Director Howard Heath, promotion announcements and news.

Officials of Milan Rotary Club, sponsors of the fair, said WPAG can well be proud of its pulling power, especially as the fair was not a home town event.

GARRY J. CARTER INC.

MEET "The Gang"

Presents THE HAPPY GANG

NOW TRANSCRIBED AND AVAILABLE

Here is a half-hour transcribed show that's responsible for the biggest laff-fest in radio history... the show that holds the four topmost honors over the Canadian air-waves.

- largest radio audience
- top daytime program
- top sponsor identification
- Beaver Award (Radio's Oscar)
  (for Distinguished Service in the field of Programs)

If Proof Is Needed . . . Here It Is!

Ratings? — Sure! ● **Agencies? — Happy!** ● **Sponsors? — Results!**

WHEC—Rochester, N. Y.	12.1
CKLW—Detroit, Mich.	5.5
WSGN—Birmingham, Ala.	7.2
WSIX—Nashville, Tenn.	11.1
WMFJ—Daytona Beach	16.5

I was not surprised when surveys taken in six cities gave the Happy Gang show a FIRST in five out of six markets.

Mary R. Miller
Radio Director
Newman, Lynde & Associates, Inc.

"and signing up in 1939, the sponsor lived happily ever after."

Colgate-Palmolive-Peet

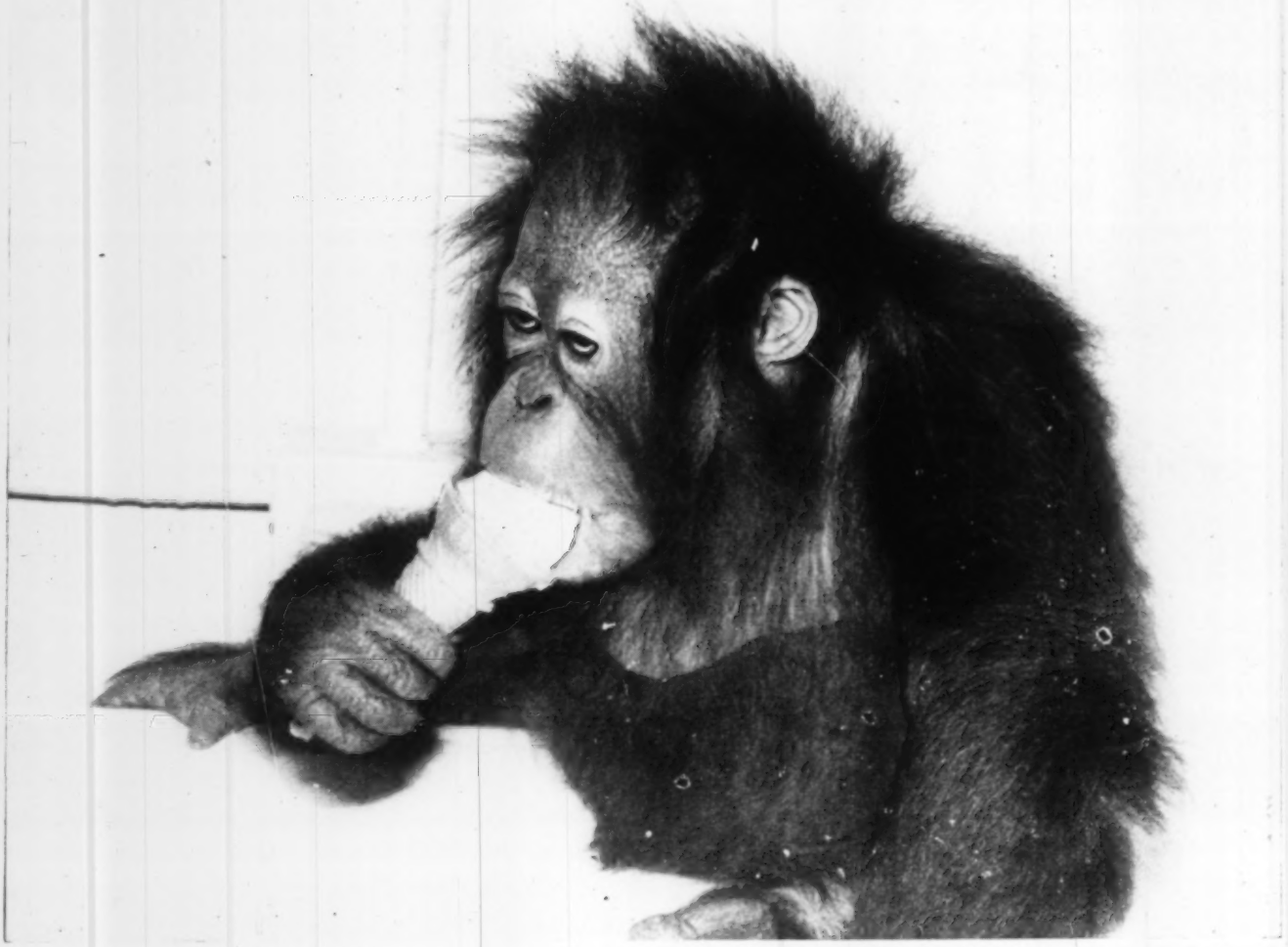
11 years of satisfying listeners, providing entertainment and increasing sales!

For exclusive rights, order your audition samples NOW. All offers subject to prior sale.

GARRY J. CARTER INC. *Radio Productions*

NEW YORK 366 Madison Avenue — Vanderbilt 6-3417 ☆ **BUFFALO** 1373 Fillmore Avenue — Bailey 0520

XUM



BIG TREAT

Andy, the little Orang-outang from Borneo, is celebrating his second birthday by eating a favorite American delicacy—a vanilla ice-cream cone. The way Andy's gobbling up that cone, you can bet he's enjoying his big treat.

There's a big treat in store for radio advertisers who are interested in the Baltimore market. That treat is Station W-I-T-H, the BIG independent which treats you to more listeners-per-dollar than any other station in town. W-I-T-H carries your message to 92.3% of all the radio homes in the Baltimore trading area.

That means you can do a LOT with a LITTLE money on W-I-T-H. So if you're looking for low-cost results, call in your Headley-Reed man for the whole W-I-T-H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 37, No. 11 WASHINGTON, D. C., SEPTEMBER 12, 1949 $7.00 A YEAR—25¢ A COPY

NBC PLANS MAJOR SPLIT

AM, TV Would Be Separated

By ED JAMES

REPORTS of the impending division of NBC into two major structures, one for radio and the other for television, were confirmed last week by Niles Trammell, NBC president.

Mr. Trammell, speaking at the third annual convention of NBC Affiliated Stations at Greenbrier Hotel, White Sulphur Springs, W. Va., was understood to have said that two self-sufficient organizations would be created within NBC.

His remarks were not made public, but it was reliably reported that he briefly described to the affiliates the projected division of the company along lines which were detailed in BROADCASTING two months ago.

Two Entities

He said the network would be split into two separate entities which would function independently under the coordinaton of top management of the company.

Although he did not elaborate, it was believed that the reorganization plan contemplated the appointment of an operating chief for each of the two major divisions. Presumably Sylvester L. (Pat) Weaver Jr., recently-elected vice president in charge of television, would become the head of television of the network. A chief of the radio division will be named after the company is divided it was believed.

Details of the reorganization are being completed by Booz, Allen & Hamilton, the management consultants who have been working at NBC for several months, Mr. Trammell was reported to have said. He did not forecast the date when the plan would be completed and put into operation, but it was known that it would be soon.

"In our approach to organization in the network field," Mr. Trammell said, "we are seeking to eliminate any possibility of burdening radio with television or burdening television with radio. We are doing that because we have abounding faith in the future of both media—if they are developed and administered intelligently to meet changing requirements."

Again Mr. Trammell did not amplify his statement, but it was pointed out by reliable sources that the intention of the reorganization was to create divisions so independent that in a sense they would be competitive.

After reorganization, the radio and television divisions would be responsible for the most energetic development of each medium, a situation bound to lead to being tempered only by the policy restraints imposed by top management of the company.

Part of Keynotes

Mr. Trammell's reference to the reorganization was part of his keynote speech delivered at the opening of the four-day convention.

Attended by 224 registrants, representing NBC and almost all its affiliated stations, the convention was conducted in a strongly competitive atmosphere.

Most speeches delivered by NBC executives stressed the position of NBC with respect to other networks.

Mr. Trammell, setting the pace, asserted that NBC had less time open for sponsorship than had any other network. He said the network had five evening half hours available, compared with 10 for CBS, 13 hours and 45 minutes for ABC and more than 17 hours for Mutual.

Harry C. Kopf, NBC administrative vice president in charge of sales, expanded Mr. Trammell's reference to sales.

Mr. Kopf said NBC was sold out daytimes Monday through Friday save for a 15-minute strip. CBS, he asserted, still had an hour and a quarter Monday through Friday open for sponsorship.

Further he said, the average number of stations used by NBC sponsors was up this year. The average station lineup last January was about 83% of all affiliates. The average this fall is 91% he said, and is a record.

As an indication of sales success, Mr. Kopf reported to the affiliates, NBC has been able to sell all periods opposite former NBC programs which within the past year have been captured by CBS.

The convention's first two days, devoted to addresses by network executives and to a meeting of the affiliates, were marked by unprecedented harmony.

Chief among actions taken at the meeting of the affiliates Thursday morning was the reappointment of the stations' promotion committee which, in concert with NBC executives, fashioned the whopping fall promotion campaign which is about to get underway.

During the discussion of promotion, the question of cooperative campaigns was raised. At the afternoon session which followed with NBC executives in attendance, the network made clear its opposition to cooperative promotion.

To Survey Affiliates

The station's promotion committee was directed to make a survey of affiliates to determine in detail their reactions to the present campaign which was announced recently and their suggestions for the campaign to be undertaken in the fall of 1950.

Members of the stations promotion committee are Harry Bannister, WWJ Detroit; J. B. Conley, Westinghouse Stations; John J. Gillin Jr., WOW Omaha; Ewing C. Kelly, KCRA Sacramento; P. A. Sugg, WKY Oklahoma City, and George Thomas, KVOL Lafayette, La.

The affiliates were also polled

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DISTRICT 7

First NAB Session in Cincinnati

By FRANK BEATTY

ALL-OUT BATLE by the broadcasters to get a bigger chunk of the nation's four billion dollar advertising package got under way at the opening NAB district meeting, held Thursday and Friday at the Terrace Plaza hotel, Cincinnati.

Starting the annual series of membership meetings, District 7 (Ohio, Ky.) set a furious pace by drawing from the NAB staff a complete battle plan for a competitive media drive. At the same time, district members received a quick but thorough course in the art of spending the station operating dollar where it will do the most good.

It was strictly a two-day workshop session. Prepared material was at a minimum as Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, and Richard T. Doherty, director of the employe-employer relations dept., talked off the cuff and then answered a barrage of questions by broadcasters anxious to enter the current selling season with adequate competitive weapons. (See story on Mr. Doherty's talk, page 27.)

Topping the two-day meeting with a first-hand story of the new NAB and its streamlined operation was President Justin Miller, who wrapped up the proceedings with an explanation of what the association is doing and what it has in mind for the future.

Gilmore N. Nunn, WLAP Lexington, Ky., presided as District 7 director. James D. Shouse, WLW Cincinnati, director-at-large for large stations, had to cancel his plans to take part in the meeting because of the FCC's WHAS hearing in Washington. Harry M. Bitner Jr., WFBM Indianapolis, new District 8 director, attended the Thursday sessions. His first official NAB act since election to the post last July by the NAB board. Hugh M. P. Higgins, WMOA Marietta, Ohio, presided at the labor relations sessions as district chairman of that NAB activity.

Before the District 7 meeting had settled down Thursday, delegates showed they meant business by plying Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president, with a series of pointed questions on the current BMB study. And when Mr. Mitchell began easing into his story of what competing media are doing, the 90 delegates peppered him with questions.

When the first day's meetings had ended, broadcasters accorded Mr. Mitchell a hearty tribute for the way BAB has entered the

(Continued on page 26)

XUM

How's Business?

'Scare Talk' Fails to Make Inroads

By TYLER NOURSE

AS THE fall season begins, the general economic health of America is good. Although there are declines in many fields from the same period last year, this is, in most cases, merely a continuation of the leveling off process which was expected by many of the nation's top economic experts.

With indications of the continuation of a generally steady economy, advertising in general—and radio and television in particular—should be strong this fall. Radio plans as already formulated indicate that the industry will have a good season with spot and local business on the increase. Although network business is, for the present, below that of last year, network salesmen are still wooing the prospects [BROADCASTING, Sept. 5].

Personal income through the summer months has continued to show a small but steady increase. June total was $213.5 billion, compared to $212.9 billion in the preceding month and $213.4 billion in June 1948. The average of $213.4 billion recorded for the first six months of 1949 showed a sizable increase over the average of $207.8 billion in the same 1948 period.

The May to June increase in personal income figures was reflected mainly in an increase of farm income. Non-agricultural income—which comprised 90% of total personal income in 1948—has shown little movement in the last 11 months, fluctuating within the narrow range of 1%, according to the Dept. of Commerce. Factory pay rolls, which reportedly had declined steadily since last September, increased slightly in June.

* * *

THIS increase in personal income presents an increase in the potential purchasing power of the nation. The McFadden Index of Discretionary Spending Power now stands at 253 for wage earner families and 155 for all non-agricultural families (1939=100). This index is an indication of the amount of money available to a wage earner family after the cost of basic necessities has been subtracted from earnings. The "discretionary spending power" forms a large pool of money for the purchase of nationally advertised products.

An increase also has been seen in employment with August figures reaching a high for this year of 59,947,000. The number of idle workers dropped over 400,000 from the previous month, setting the unemployment figure at 3,689,000, the Census Bureau reported. July unemployment had been reported at 4,095,000 persons, the highest figure since 1942.

Although the July unemployment figure had been high, much of the increase from May was caused by a seasonal rise in the labor force—approximately 1.2 million of these people were students entering the labor market for summer or post-graduate jobs.

The decreasing number of idle workers was indicated at the end of August when "initial claims [for unemployment insurance], indicating new unemployment, dropped 15,700 during the week to 251,000, a new low for 1949," according to Robert C. Goodwin, director of the Labor Dept.'s Bureau of Employment Security. "The decline in initial claims indicates a continuation of the downward trend in layoffs which has been evidenced since mid-July," he said.

Expenditures in the third quarter for plant and equipment is expected to be at an annual rate of $18.5 billion. Although this is 4% less than the $19.3 billion for the second quarter of this year, considering the declining cost trends of construction and equipment, this dollar decline is not expected to reflect any great change in volume.

* * *

RETAIL sales showed healthy signs at the end of August with a slight increase in dollar volume. They were still, however, below the high level of a year ago. Promotional activities turned to fall apparel with favorable response from the buying public. The opening of school made for wide activity in the children's field and women's and men's fall clothes

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HUDDLED between sessions Walter Wagstaff (l), KIDO Boise, Idaho; and Martin Campbell (center), WFAA Dallas, laugh over a good one by Quenton ("Q") Cox, KGW Portland, Ore.

MIDWESTERNERS who were stopped for the camera while on their way to an NBC meeting (l to r): Dave Gentling, KROC Rochester, Minn.; Mrs. Sidney Eiges, wife of NBC's director of public relations; Mrs. Gentling; Mrs. Fantle; and Bud Fantle. KELO Sioux Falls, S. D.

TENNIS rackets in hand, Mrs. Gustav B. Margraf (l), wife of NBC vice president and general attorney, and Mrs. Charles R. Denny, wife of the network's executive vice president catch their breath.

DISCUSSING matters of mutual interest, Sidney Eiges (l), NBC vice president in charge of press relations, is shown chatting with Jack Hopkins, WJAX Jacksonville, Fla.

RELAXING during a moment's respite from business talk are (l to r) Howard Pill, WSFA Montgomery, Ala., Mrs. Burton Adams, wife of NBC manager of the cooperative programs division, and Mrs. Easton Woolley, NBC wife of the NBC director of stations departments.

MRS. WILLIAM WYSE adds a gracious note as she is greeted by Easton C. Wooley, director of stations departments for NBC. At left is Mr. Wyse, principal owner and general manager of KWBW Hutchinson. Mr. and Mrs. Wyse also were welcomed by Carleton Smith (center), director of television operations at NBC, and John McCormick (r), general manager of WTAM Cleveland.

GETTING together for an informal discussion during the conference are (l to r) Wiley P. Harris of WJDX Jackson, Miss.; Clair McCollough of the Mason Dixon group; Niles Trammell, president of NBC; Martin Campbell of WFAA Dallas; John Outler, WSB Atlanta; Harold Burke, WBAL Baltimore.

AMONG the prominent representatives from Pennsylvania who attended the White Sulphur Springs meeting were Mr. and Mrs. Victor C. Diehm of Hazleton. Mr. Diehm is managing partner and general manager of WAZL Hazleton.

TWO Tennessee executives take a luncheon break in Greenbrier Hotel dining room during proceedings. At the left is Harry Stone, general manager of WSM Nashville. With him is Henry W. (Hank) Slavick, general manager, WMC Memphis.

ONE of group of women radio figures present was Mrs. Eloise Hanna, president of WBRC Birmingham, Ala. Her escorts: (l) Charles R. Denny, executive vice president NBC; John McCormick, general manager, WTAM, Cleveland.

NBC Plans Major Split

(Continued from page 23)

as to their willingness to accept advertising for hard liquors. In a show of hands vote, an uncounted but reportedly scattered minority said they would accept it, but the majority said they would not.

The sentiment was so heavily against liquor advertising that it seemed plain NBC could be counted out of future negotiations involving Schenley Distillers which has expressed hope of buying radio time on a national scale.

In his keynote speech, Mr. Trammell made a slam bang argument for hard selling by broadcasters to assure radio a healthy chunk of the advertising dollar.

He cited a number of "basic advantages" which radio enjoys over other media.

"Radio is universal," he said. Years will pass before television will have "half as much coverage."

Despite its universality, radio is also selective, he said. "It can reach all of the upper income families and over 98% of this group own radios—and it can reach almost the same proportion of the middle income families. It reaches teenagers, it reaches and holds housewives, it is unmatched in its ability to cover all markets."

Radio is also economical, Mr. Trammell said, and is now a better buy than ever before. "Since 1939, the NBC networks cost per thousand listeners has decreased 23%. The cost per thousand for the largest weekly magazine has increased 17% with daily newspapers up 7% during the same period."

Radio is also getting bigger. The trend of radio set sales continues "on a healthy and vigorous scale," he said. "Even in 1951 the radio homes without television will exceed the total radio homes of 1948."

Mr. Trammell pointed out, however, that despite radio's bigness, television is to be considered a serious competitor of the future.

Only the broadcaster who exerts utmost ingenuity can hope to meet the eventual competition of television he said.

As measurements of the growth of television, Mr. Trammell said that a year ago NBC's interconnected network of television stations numbered seven, all on the east coast. By the end of this year NBC will have 28 interconnected stations in the east and midwest.

Now NBC Television has 191/2 hours sold to 28 advertisers, compared with 83/4 hours sold to 18 advertisers a year ago.

The billings of NBC Television in the first half of 1949 were more than twice as much as its nearest competitor, and five times as much as either of two other video networks Mr. Trammell said.

Hugh M. Beville Jr., NBC director of research, elaborated on Mr. Trammell's discussion of radio's effectiveness.

He pointed out that since the war 44 million radio receivers were sold. "Between 1946 and 1949 the growth in radio families has exceeded the combined circulation growth of all daily newspapers by nearly a million and a half," said Mr. Beville, "and radio's overall growth has nearly equalled that of all daily newspapers and the four leading weekly magazines combined."

Charles Hammond, NBC vice president and assistant to the president, outlined to the affiliates at the Wednesday morning session the fall promotion campaign which he described as the biggest in the network's history [BROADCASTING, Aug. 15].

The plan, which was originally announced several weeks ago, includes the use of five full pages in *Life* Magazine and 13 in *Look*, all paid for by the network, plus newspaper space run locally by the affiliates. Mr. Hammond urged cooperation from the stations.

At the station's meeting the next morning, Martin B. Campbell, WFAA Dallas, chairman of the Stations Planning and Advisory Committee, asked the affiliates to indicate by a show of hands how many would participate in whole or in part in the local newspaper campaign. All indicated they would do so.

Sydney H. Eiges, vice president in charge of press, followed Mr. Hammond with a discussion of the network's publicity plans for the fall season.

Mr. Eiges said that the network was embarking on its most ambitious publicity schedule as a means of meeting the increased competition from CBS. He called upon the affiliates to assist the network in exploitation and publicity locally

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XUM

Miller Code Expert

NAB PRESIDENT JUSTIN MILLER revealed Friday at the Cincinnati District 7 meeting that he played an active part in drafting changes in the U. S. Criminal Code under which FCC lost its lottery powers. While sitting on the U. S. appellate bench in Washington in 1944 he was a member of the government advisory committee that proposed transfer of section 316, covering lotteries, from the communiactions act to the criminal code. The section was deleted last autumn under legislation enacted by Congress.

District 7

(Continued from page 23)

media battle in its few short months of operation.

BAB's director made it plain from the start that he was pulling no punches, and didn't expect the delegates to pull theirs. The delegates acted accordingly, especially after they had seen BAB's new slide film presentation. Managers of several newspaper-affiliated stations thought the film either was too rough on newspapers or didn't provide arguments against the claims of media other than newspapers.

Mr. Mitchell conceded the slide film wasn't a cream puff job, but said it was an affirmative statement of radio's advertising power rather than a matching of fists with newspapers, which had inspired the whole presentation by a slide film of their own. He said he was merely telling stations how to fight their media battles, adding that the real battle was up to them.

That's the way it went, all through the afternoon, and the pace was just as lively Friday morning when Mr. Doherty told stations the firsthand story of operating costs and what to do about them.

Winding up the opening day's program was a cocktail party at which C. M. Robertson Jr., president of Ralph H. Jones Co., Cincinnati agency, was host along with members of the Agency's executive staff.

As customary at district meetings, representatives of transcription and other services were present and will follow NAB's staff around the nationwide circuit.

C. E. Arney Jr., NAB secretary-treasurer, and Robert K. Richards, director, dept. of public relations and publications, took part in the first meeting to get the series off to an organized beginning.

Judge Miller took the floor Friday afternoon to review the two-day's lessons and to tell the story of the new NAB. He coordinated the sales, cost and research discussions and explained they were typical of the service given by other NAB departments .

After reviewing legislative developments in Washington, the regulatory situation, events leading up to the NARBA meeting that opens this week in Montreal and discussing the familiar Blue Book problem. Judge Miller gave a thorough analysis of the FCC's lottery decision and its impact on the industry. He called the decision "the worst kind of reversion to star chamber proceedings." Referring to network suits for an injunction to restrain enforcement of FCC's order, he said, "I'll be very much surprised if the courts refuse the network's petitions."

Judge Miller spoke of NAB's plans for expanded member service, with the Video Division, headed by G. Emerson Markham, and the Audio Division, headed by Ralph W. Hardy.

In this connection he discussed the coming meeting of an NAB-FM Assn. liaison group to discuss possible merger plans and the recent increase in NAB TV membership from six to 32 (see separate NAB-FMA-TBA story page 26). Status of the standards of practice, program, engineering and other NAB services was reviewed.

Baker Outlines Study

Dr. Baker outlined the present BMB study, second nationwide survey by the industry-financed research group. His assurance that BMB had enough money to finish the job brought inquiries from a number of stations interested in signing up for the data.

He said BMB is shooting for November publication but can gain a few weeks if enough new subscribers provide funds to pay for overtime work. The 360,000 returned ballots are going through the machines yielding data on daily, occasional and weekly listening in every county, along with cities of 10,000 or more except in metropolitan areas where cities of 25,000 up are covered. This will ring some 60 more cities into the survey than appeared in the 1946 study.

Dr. Baker showed hand-calculated maps for a number of California stations. He said they indicated the current survey will be vastly superior to the first and show the study is statistically sound as well as highly sensitive to audience habits.

During a question period conducted by Mr. Nunn, Dr. Baker said any subscriber will be able to obtain the data on nonsubscriber stations at low cost, perhaps around $40 or $50. Main attention is given to AM in the study but BMB will be able to supply some facts on FM coverage, he said, adding that each FM report required a dial setting by the listener because of the confusion centered around dual AM-FM station breaks. He explained BMB figures cannot be projected against program ratings.

When a question was asked about a radio question in the 1950 U.S. Census the answer was referred to BROADCASTING's representative who said the Census Bureau definitely plans AM and TV questions unless its appropriation is slashed.

Dr. Baker declared BMB is getting wider agency recognition and reminded that American Assn. of Advertising Agencies and Assn. of National Advertisers control two-thirds of the BMB membership.

Mr. Nunn recalled that the newspaper ABC reports went through several rugged years before obtaining recognition and newspaper support.

Mitchell Introduced

Mr. Mitchell was introduced by William I. Orr, WBNS Columbus, District 7 sales chairman. After listing some of BAB's functions he began pointing out soft spots in radio salesmanship. He pulled no punches and the delegates agreed they were getting a pointed lesson in what's wrong with station selling.

BAB's contacts with Montgom-

(Continued on page 36)

* * *

Mr. BITNER

NAB'S FM-TV AIMS

Mergers Possible

NAB last week went into operation as a trade association equipped to serve all facets of broadcasting—AM, TV and FM—and unofficially geared to merge eventually with FM Assn. and Television Broadcasters Assn.

Two new developments point toward a possible consolidation of the three associations:

(1) An FMA-NAB liaison group will meet within a fortnight to discuss the merger idea.

(2) NAB's low-fee plan has drawn some 30 TV affiliates of its AM members into the ranks, a direct blow at TBA.

Offsetting these developments were the following:

(3) TBA's board will meet Sept. 20 to plan an intensive membership drive, as well as to arrange its part in FCC TV hearings starting Sept. 26.

(4) FMA has just started a membership campaign.

Though the FMA and TBA member movements don't appear on the surface to jibe with the merger talk, NAB obviously is planning to make its FM and TV service so comprehensive that FMA and TBA will be forced into the fold.

G. Emerson Markham, recently of WGY Schenectady, went to work at NAB Washington headquarters last week as director of NAB's new Video Division. Mr. Markham has been vice president of TBA.

Ralph W. Hardy, KSL Salt Lake City, last week assumed his duties as NAB's Audio Division director. Serving under him as director of FM activities for NAB is Arthur C. Stringer, who has handled FM as part of his functions as special services director.

The joint FMA-NAB liaison committee was named last week "to study areas of agreement in the functions the two associations perform for their members." Definite date for the meeting has not been arranged, but it will likely be held just prior to or during the FCC's television hearings.

Joint Committee Members

Members representing NAB on the joint committee are Campbell Arnoux, WTAR Norfolk, an NAB board member; Eugene S. Thomas, WOIC (TV) Washington; Paul W. Morency, WTIC Hartford, for many years a member of the NAB board.

Representing FM Assn. are Ben Strouse, WWDC Washington; Leonard H. Marks, FMA general counsel, and Everett Dillard, WASH Washington, ex-FMA president and an FM director on the NAB board.

FMA has had financial worries since its formation in January 1947, but has now brought expenses in line with income. It now has a membership of over 200 stations. Directing FMA's campaign for new members is Edward L. Sellers, FMA executive director. He has just mailed to stations a brochure reprinting articles appearing in the trade press. The booklet is titled, "It Didn't Just Happen!"

"The turning point in FM broadcasting has been reached . . . things are looking up," Mr. Sellers wrote in an accompanying letter. "Our essential job is to promote FM, to encourage its widespread growth, and to protect our members' investments in FM."

NAB absorbed the old FM Broadcasters Inc. four years ago, but promises to provide FMBI members with a specialized service failed to materialize until last year when the NAB FM Executive Committee demanded full trade association recognition. Two NAB

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OPERATING COSTS

West Is High, South Low

COST of operating broadcast stations of all income groups runs consistently higher on the West Coast and lower in the South, based on station income, Richard P. Doherty, NAB employe-employer relations director, told delegates to the NAB District 7 meeting in Cincinnati Friday, closing day of the first of the nationwide series of district meetings (see main story page 23).

Mr. Doherty presented an analysis of 1948 station operating costs based on a nationwide study that has been under way several months with the aid of the NAB Research Dept. [BROADCASTING, May 30, Aug. 29]. The study breaks down all types of operating costs by regions and by cost of stations.

The analysis shows that the more money a station takes in, the larger the share of its selling expenses which goes to advertising and promotion compared to sales salaries and commissions.

Nationally, total operating costs (based on relation to station income) were highest for stations with less than $50,000 annual revenue, falling steadily to the $125,000-$150,000 income class. At this point costs ran higher into the $150,000-$200,000 class, then fell off rapidly all the way up to stations with over $1 million annual revenue.

Mr. Doherty's detailed findings permit stations to compare their income and cost ratios to those of other stations in the five main geographical areas, by size of station. These revelations, he said, give management a chance to see what the rest of the industry is doing. The nationwide ratio of total operating expense to total broadcast revenue, by size of stations, follows:

Below $50,000	88.70%
$50,000-$75,000	86.67
$75,000-$100,000	85.05
$100,000-$125,000	83.65
$125,000-$150,000	83.47
$150,000-$200,000	85.19
$200,000-$350,000	81.45
$350,000-$1,000,000	76.02
Over $1,000,000	74.00

In general, program salaries comprised the highest expense item, based on relation to total station revenue, Mr. Doherty found. Following in order were administrative salaries or other administrative expenses, and technical salaries.

A study of salaries shows that stations in the $150,000-$200,000 class have the highest salary ratio, with those over $1,000,000 having the lowest.

At stations below $50,000 the main salary items were program, technical and general, in that order; $50,000-$75,000, program, technical and general; $75,000-$100,000, program, technical and general; $100,000-$125,000 program, general and technical; $125,000-$150,000, program, general and technical; $150,000-$200,000, program, general and technical; $200,000-$350,000, program, general and technical; $350,000-$1,000,000, program, talent and technical; over $1,000,000, talent, technical and program.

The ratio of talent costs to revenue rose steadily from 1.69% at stations under $50,000 income to 17.25% at stations over $1,000,000.

A special study was made by Mr. Doherty of selling costs. This study shows that at stations under $50,000 income, sales salaries (including commissions) were 7.68% of broadcast revenue, rising to 8.91% for stations with $100,000-$125,000 income and dropping to 7.49% for the $125,000-$150,000 group. As station income nears $1,000,000 the sales salary item drops steadily, and at stations over $1,000,000 the ratio is only 3.44%.

The analysis of sales costs shows that sales salaries are about three times other sales expenses (advertising, promotion, etc.) at stations under $50,000 revenue. As station income increases, a larger share of sales expense consists of advertising and promotion. In stations between $350,000 and $1,000,000 advertising and promotion costs exceed salaries, and for stations over $1,000,000, advertising and promotion costs are double the money paid out in sales salaries and commissions.

A geographical breakdown of station revenues shows that in cities under 50,000, local stations have highest income ($99,675) in New England followed by Mountain and Pacific, East and West North Central, South Atlantic and finally by East and West South Central.

In cities of 50,000 to 250,000 population, local stations do best in the southern states, followed by North Central and winding up with New England. The North Central states provide the best revenue for local stations in cities over 250,000, with Mountain and Pacific areas last.

Medium stations do best in the North Central states, followed by the South.

Large stations average $291,830 income, nationally, in cities under 50,000, rising to $606,784 for cities

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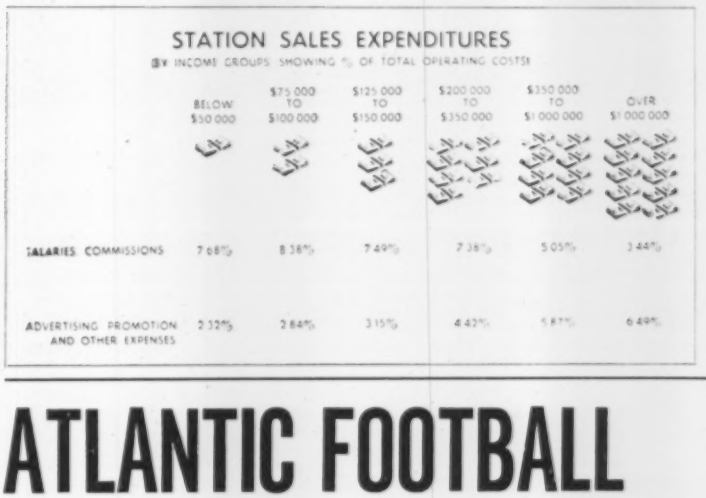
Operating Cost Breakdown, Showing Percent of Total Broadcast Revenue

Station Income	Total Salaries & Talent	Total Selling Cost	*Administrative Cost
Below $50,000	49.32%	10.00%	30.12%
$50,000-$75,000	49.82	10.35	28.30
$75,000-$100,000	49.10	11.22	30.14
$100,000-$125,000	48.02	12.82	30.28
$125,000-$150,000	49.05	10.64	31.30
$150,000-$200,000	49.70	13.12	31.62
$200,000-$350,000	46.98	11.80	28.71
$350,000-$1,000,000	43.29	10.92	23.71
Over $1,000,000	41.49	9.93	21.67

* Administrative costs include administrative salaries, depreciation, local property taxes, experimental costs, professional services, etc.

* * *



ATLANTIC FOOTBALL

On 126 Outlets

REGIONAL networks totaling 126 radio stations will be used by the Atlantic Refining Co. this fall to cover its sponsorship of college, high school and professional football contests, according to an announcement by Richard Borden, advertising manager of the company, on Sept. 9.

This will be the most extensive radio coverage in the 14 consecutive years of Atlantic sports broadcasts. The schedule includes outstanding college games to be played weekends during the season, from New England down the eastern seaboard to South Carolina and westward into Ohio.

Leading college teams whose complete home schedule will be broadcast are Pennsylvania, Navy, Duke, Yale, Princeton, Harvard, Holy Cross, Boston College, Colgate, Temple, Pittsburgh, Ohio State, Cornell, Syracuse, Boston U., Brown, Dartmouth, Franklin and Marshall, Penn State, Virginia, Niagara and St. Bonaventure.

Atlantic announcers will cover such highlight contests as Pennsylvania-Pittsburgh, Michigan State-Penn State, Duke-North Carolina, Yale-Harvard, Navy-Notre Dame, Michigan-Ohio State, Boston College-Holy Cross, and Pennsylvania-Cornell.

The largest regional networks of the season—44 stations—will be used on the Penn-Cornell game.

The company will again broadcast the 12 games played by the Pittsburgh Steelers in the National Professional League, plus four exhibition contests. This schedwill originate at WWSW Pittsburgh and will be carried by 19 stations on a Western Pennsylvania network.

Video Coverage

For the 10th consecutive year, Atlantic will sponsor TV coverage of the Penn games at Franklin Field over WPTZ Philadelphia. The TV schedule also includes the home games of Boston College, using WNAC-TV Boston.

The first college games on the program are Boston College-Oklahoma, at Boston, and Boston U.-Syracuse, at Syracuse, which will be played on Sept.23.

The final college games on the schedule are Boston College-Holy Cross and Auburn-Clemson, played on Nov. 26. The last contest to be covered this year will be the game between the Steelers and the New York Bulldogs, played at New York on Dec. 11.

Atlantic will have a staff of at least 65 trained announcers to handle the 1949 schedule. Many of these men are veteran broadcasters in the service of the company, who have been behind the mikes since the early years of the long sportcasting series.

Atlantic's program is being directed again this year by its agency, N. W. Ayer & Son Inc., Philadelphia, which has managed these sports broadcasts since they were originated. As in previous years, all of the announcers will meet prior to the opening of the season for discussion of rules changes, improvement in broadcasting technique, and a general exchange of information. This "refresher" meeting has been effective in building these broadcasts to a high standard of performance. This year's session will be held on Sept. 12 at the company headquarters in Philadelphia.

Drawn for BROADCASTING by Sid Hix

"Miss Hodgkins, tell the continuity department that their line about 'the perfume of a fragrant orchid on a virgin tropical night' . . . just plain stinks!"

RECRUITING

Guard Places $45-50,000 Radio Time

NATIONAL GUARD, through Gardner Adv. Co., Washington, will apportion from $45,000 to $50,000 to radio to push across its national fall recruiting campaign which starts next Monday and runs through Nov. 19, BROADCASTING learned last week. Most of the outlay will be spent on spot announcements, with a series of dramatic programs also included.

The Guard last month began a study of areas housing NG units, with a view to lining up AM-TV-FM stations for the projected campaign [CLOSED CIRCUIT, Aug. 22]. About 1,740 AM stations and 85 TV stations are included in the Guard program. The campaign will be held in over 2,200 communities.

Radio will be allotted an amount at least equal to, and possibly surpassing, that for newspaper and magazine lineage, it was disclosed. In addition, nearly 700 advertisers, many of them using radio time, and networks have indicated they will cooperate with NG in their regular ad campaigns, according to Maj. Gen. Kenneth F. Cramer, chief of the National Guard Bureau.

NG's plan is to use about four spots—averaging one per every two weeks—through the nine-week program on each of the stations suggested by the adjutant general (military adviser to the governor of each state). Additionally, stations will be asked to incorporate public service announcements in their program fare.

It also was disclosed that the Guard has arranged with C. P. MacGregor, Hollywood firm, for a series of 13 quarter-hour dramatic programs featuring such Hollywood talent as Alan Ladd, Ruth Hussey, Brian Donlevy and others. NG contracted for the series, to be used during and after the campaign, for distribution to stations to run as public service features—free of charge. Stations liking the samples will air them for the full 13 weeks. The arrangement was handled through the Hollywood Coordinating Committee which aided in furnishing the talent. The programs will be distributed to 1,739 AM stations throughout the country.

NG last month sent out to its local units kits containing suggestions, in script form, for programs by local stations, it was reported.

Spokesmen for the NG Bureau said it was gratified by the response from advertisers who said they would contribute time to air spots on their radio shows after the Advertising Council had given its official blessing to the Guard fall campaign.

Television will play a limited but important role in the program too. A series of six one-minute spots, already telecast by some 65 TV stations last May, may be repeated during September-November by those stations plus 20 new video outlets which have taken the air in the past four months, it was disclosed. That choice will be left to the discretion of individual broadcasters. TV's participation is limited by the cut in NG's budget this fiscal year, NG spokesmen pointed out.

NG also is making use of Hile-Damroth "black magic" boards, used successful for TV during last year's political conventions through the cooperation of *Life* Magazine. The boards are being sent to local NG units for instruction purposes.

Objective of the campaign is to bring in about 45,000 new recruits bringing the NG strength up to 399,500 officers and enlisted men.

WINDOW VISION

WAKR Broadcasts Polsky's Radio Fashion Show

KICKING off in a third season of radio promotion, Polsky's department store in Akron, Ohio, recently displayed its latest fashions in "Window-Vision" broadcasts over WAKR Akron. Broadcasts originated from the large corner window of the Polsky's store.

Combining radio sense with advertising and promotional ability, the broadcasts, directed by Meg Zahrt, radio and public relations director of Polsky's and chairman of the Broadcast Advertising Committee of the Assn. of Women Broadcasters, NAB Washington, reportedly were highly successful and drew record attendance. Chief engineer for broadcasts was Irv Knopp and announcer was Art Fazzin, both of the WAKR staff.

Two previous "Window-Vision" broadcasts, last year and Easter week this year, had paved the way for the third venture. Both shows in the past reportedly were successful.

Feature of this year's broadcast was *Mademoiselle Magazine* approved campus fashions as advertised in the August "College Issue." Window display was made up of an enlargement of the *Mademoiselle* August cover with a styled mannequin sitting at the microphone until broadcast time (1:15 p.m. Mon.-Fri.). At air time, Miss Zahrt took the dummie's place dressed in an identical outfit.

During the broadcast, local college girls modeled the advertised fashions by stepping through a cut-out in the background. Two models were used for each broadcast with 10 ensembles shown each day. The girls were interviewed briefly at the microphone.

Five broadcasts over WAKR brought comment from Harold Bosworth, merchandise manager of the store, to the effect that Polsky's had an over-capacity attendance at the two-day fashion shows with the count running 40% higher than each previous show. He said several items modeled in the window-broadcasts became re-order numbers before the main *Mademoiselle* showing was presented, thus necessitating air express deliveries by cooperative handling. "The *Mademoiselle* editorially featured outfit worn by Miss Zahrt during the broadcasts was literally bought off her back five times over the first day," he said.

* * *

Meg Zahrt, Polsky's Radio Director, in window-studio used by WAKR Akron to broadcast "Window-Vision" fashion shows. Mannequin holds a copy of Mademoiselle.

TAPLINGER

To Handle K&E Talent

SYLVAN TAPLINGER, formerly with William Von Zehle as a vice president, and Hirshon-Garfield, both New York, has been named talent head of the radio and television division of Kenyon & Eckhardt, New York, effective Sept. 12.

Mr. Taplinger

Mr. Taplinger was with Weiss & Geller as vice president and head of the radio department prior to his association with the above agenices. Before the war Mr. Taplinger was the producer on *The Kate Smith Show* for 5½ years. Previously he was assistant to the director of programs at CBS.

Mr. Taplinger succeeds Ben Bodec at K & E. Mr. Bodec is leaving the agency for another affiliation which he will announce within a fortnight.

ZIPPO LIGHTS UP

New Advertising Campaign

ZIPPO Mfg. Co., Bradford, Pa., through its agency Geyer, Newell & Ganger, New York, is planning the most intensive advertising campaign in its history to promote its complete line of pocket and table lighters.

Consumers, sports, farms and service magazines will be used. Spot radio announcements will be made available to dealers for local promotions. In addition, the agency is currently contemplating a national spot campaign for Zippo.

RICHFIELD

Sponsors ABC's Russ Hodges

RICHFIELD Oil Co., through its agency, Morey, Humm & Johnstone Inc., New York, will sponsor on ABC, Russ Hodges, sportscaster, in a weekly round-up of football scores.

The *Richfield Sports Reporter* will be aired Saturdays, 7:30-7:45 p.m., effective Sept. 17, and will feature highlights and interviews with gridiron personalities.

ASK GIVEAWAY BAN STAY

FCC May Reject, But Will Study

NEGOTIATIONS seeking an FCC stipulation postponing the effectiveness of the Commission's rules banning giveaways [BROADCASTING, Aug. 22] were instituted late last week by ABC, CBS, and NBC.

Counsel for the three networks conferred at length with FCC legal staff executives and followed up by submitting to the Commission itself the draft of a stipulation which would delay the effective date of the rules from Oct. 1 to 90 days after completion of the litigation which the networks commenced two weeks ago [BROADCASTING, Sept. 5].

The draft was submitted late Thursday for Commission consideration possibly Friday or early this week. The Commission, advised of the proposal in advance, appeared inclined to reject it but awaited a chance to study the draft itself before reaching a final decision.

In conferences with the network representatives FCC lawyers opposed the plan in the full scope proposed by the networks, but reportedly indicated a willingness to accept a limited version. The draft subsequently offered for Commission action contained modifications designed to meet the staff objections.

Test Case in District Court

If the Commission and networks come to terms on a stipulation, it presumably will be entered as an order in the test cases the networks have started in U.S. District Court, Southern District of New York, to enjoin the Commission from enforcing its rules.

Such a stay as the networks requested would mean, if granted, that the Commission's giveaway ban would be held in abeyance possibly for more than a year, since the cases seem certain to reach the U.S. Supreme Court regardless of the lower court's decision.

Participants in the conference between the network counsel and FCC staff, held Wednesday, included General Council Benedict P. Cottone; Harry M. Plotkin, assistant general counsel in charge of broadcasting; Max Goldman, assistant general counsel in charge of litigation and administration, and Richard A. Solomon, chief of the litigation branch, all of the FCC: Joseph A. McDonald, ABC general attorney, and James A. McKenna and Alfred McCormick of counsel for ABC; Julius Brauner, CBS general attorney, and Max Freund, of counsel for CBS, and Bob Zeller, of counsel for NBC.

Percy H. Russell attended the conference as counsel for Radio Features Inc., Chicago, producer of *Tello-Test* and *Tune-Test* shows, which meanwhile took action against the giveaway rules in a suit similar to those filed by the networks.

William McFarland of the Justice Dept. also was present, since the suits technically are against the government.

The Commission staff representatives reportedly opposed the networks' proposal for a blanket stay of the rules, but suggested that only those portions which directly affect network giveaways be held in abeyance. It was understood they also proposed that the stay apply only to existing shows and that the rules be operative against programs introduced in the future.

Network Objections

Network counsel objected to this plan on grounds (1) that it would be difficult to say definitely that one portion of the rules affects network shows and that another portion does not, and (2) that many differences might arise as to whether an "existing" show would become a new show in event of changes in format, sponsorship, etc.

In an effort to meet the FCC staff objections, the network representatives added two new conditions to the plan submitted to the Commission.

One would provide that the networks should cooperate with FCC in seeking trial of the suits at the earliest possible date. The other, reportedly inspired by the FCC staff's fear that postponement of the rules' effectiveness would produce a rash of new giveaways, would reserve to both the Commission and the networks the right to seek a change in the terms of the stipulation if developments seemed to warrant.

In support of their move, the network representatives pointed out that the Commission itself seemed almost to endorse such a course when, in issuing the rules, it virtually invited a court test.

It was made plain, however, that if no stipulation formula could be found which would satisfy the Commission, then the network lawyers would take the next normal step in their action—file motions for a preliminary injunction which would bar FCC from enforcing its rules until the litigation is complete. The suits seek a permanent injunction, and, pending trial, a temporary injunction.

A lawyer for one of the networks said he was most optimistic that the rules would not be put into effect Oct. 1. He appeared confident that, even if FCC did not agree to a stay stipulation, the court would grant temporary injunction on the basis of the showing of "irreparable harm" which the networks could make.

Federal Judge John P. Barnes in Chicago Thursday continued until today (Monday) hearing on a petition of Radio Features Inc., Chicago producers of *Tello Test* and *Tune Test* giveaway programs, asking a temporary injunction against the FCC's anti-giveaway ruling and that the ruling be set aside.

Continuance was granted at the request of Assistant U.S. Attorney John Lulinski, who later said further delays may be sought while the government decides whether to meet, separately or together, the several challenges of the FCC's ruling.

Will Ask Other Judges

Today's appearance is expected to be before Federal Judge Michael L. Igoe, to whom the case was originally assigned but who was on vacation last week. Attorneys for Radio Features will ask that he call in another U. S. District Judge, and one from the U. S. Court of Appeals. In the event appeal from the decision of the three jurists is filed, the case will go directly to the Supreme Court.

Radio Features, headed by Walter Schwimmer, contends that its programs are not in violation of the Criminal Code (Section, 1304, 18 U.S.C., QEPR) and are not the type of programs that could be covered by the proposed FCC interpretive rules 3.192, 3.292 and 3.692 "if such sections were in fact valid." Its petition states that parties who have entered into contracts for production of its giveaway shows fear that the programs will be barred by the regulations and "in fact, fear that if they intend to or do broadcast the programs they not only may fail to receive a license or a renewal of their license but they may be prosecuted under the Criminal Code, fined and imprisoned."

"As a result," petition continues, "these parties now under contract have cancelled or are threatening to cancel their contracts as of Oct. 1 (effective date of the rules)."

Appearing for Radio Features were Walter E. Tinsley and John M. O'Connor Jr. of the Chicago law firm of Kirkland, Fleming, Green, Martin and Ellis.

WMID SALE

Endicott to Purchase Outlet

NEGOTIATIONS for acquisition of WMID Atlantic City, N. J. by Richard Endicott, part owner of WTTT Coral Gables, Fla., were completed last week, subject to the customary FCC approval.

The sales price is $50,000.

The 250 w Mutual outlet, operating on 1340 kc, is owned in equal shares by Earl M. Johnson, Mutual vice president in charge of station relations and engineering; Charles Singer, assistant chief engineer of WOR New York, and David Friedman, Atlantic City accountant. The station commenced operation in mid-1947.

The new owner, in addition to his stock interest in WTTT, is manager of the Steel Pier at Atlantic City and owner of the Endicott Hotel.

BEHIND the scenes pre-production talk on the new CBS Bergen show looks like this. That's Edgar Bergen in the light suit discussing script format with executives representing the advertising agency, the network and the sponsor. Left to right, Paul Louis of the D'Arcy Agency; Hubbell Robinson of CBS; Mr. Bergen; Felix Coste, vice president of Coca-Cola; Jess Oppenheimer, CBS producer; John Tiogo of D'Arcy and Bill Brennan of CBS. Coca-Cola is sponsoring the radio show series beinning Oct. 2.

XUM

IT'S now official that Michigan U.'s football games will be heard again on WJR Detroit, sponsored by Standard Oil Co. F. J. Swindell (l) of Standard Oil okays contract presented to him by Worth Kramer, assistant general manager of WJR.

IT'S a happy event as plans are set for Ethyl Corp. sponsorship of LSU football games on regional network fed by WJBO New Orleans. L to r: T. P. Heard, LSU athletic dir.; Douglas Manship, WJBO-WBRL pres.; John Schaefer, Ethyl v. p.

SPONSORSHIP is set for WCOP Boston's hour-long disc show, *Let's Have Fun*, which is conducted by 8-year-old Betsy King, daughter of Gene King, the station's program director. Concluding negotiations are (l to r): William Scheft, representative of Richards Shoes, Boston outlet for Little Yankee Shoes; Harry Wheeler, local sales manager of WCOP; Samuel Smith, owner of Yankee Shoemakers and Joseph Minzer of Lawrence-Fertig Adv.

JOHN L. BOOTH, president of Booth Radio Stations, completes World Library contracts for WJLB Detroit, WBBC Flint, Mich., and his new station WSGW Saginaw, Mich. With him are Ed Clarke (l), chief engineer and vice president of the three outlets, and Hugh Gravel of World.

ARRANGING telecasts of Roller Derby over WKRC-TV Cincinnati are (l to r) Billy Bogash, Derby player-coach; Charles Diebel, agency producer; H. Tracy Balcom, Jr., pres. Wiedemann Brewing Co., sponsor; E. R. Strauchen, Strauchen & McKim Adv. Ay; Gerry Murray, star player.

SETTING contract at Toronto for world distribution of transcribed mystery series *Shroud of Night* are (l to r) Mgr. Len Headley of RCA-Victor, Toronto; Pres. Garry J. Carter of Garry J. Carter Inc., New York and Buffalo; Rai Purdy, Toronto, producer, Jerry Grant, Carter sales.

CONTRACT for new studios of KRAM Las Vegas, Nev., is completed by (l to r) Ed Jansen and Truman Hinkle, station co-owners, and Gus Greenbaum, president of Hotel Flamingo, home of the new station. Formerly daytime only, KRAM, in Sept., goes fulltime.

ARMED FORCES

Ad Policy Under Study

RESPONSIBILITY for a re-study of the Dept. of Defense's advertising needs for the Army and Air Force during the current fiscal year have been shifted in part from the Office of Public Information to the department's Personnel Policy Board because of inadequate personnel, it was learned last week. William Frye, OPI director, originally had been charged with initiating the survey [BROADCASTING, Aug. 29].

Meanwhile, appointment of Mark Martin, vice president of Gardner Adv. Co., which handles the two accounts, to assist in the study [BROADCASTING, Sept. 5], gave rise to speculation that competition for the accounts may be re-opened sometime this fall. Gardner's contract expires Oct. 31. Bidding for the two accounts would hinge on whether continued advertising is deemed necessary in view of present Army-Air Force needs. Mr. Martin already has indicated his agency would not compete in the event bids are solicited.

Gray's Request

Army Secretary Gordon Gray requested that the Defense Secretary have Mr. Frye's OPI aid in examining the need for advertising service in support of future recruiting and re-appraisal of the procurement system. At stake is a contemplated review of a $1,880,000 ad contract, a good portion of which has been syphoned off to radio [BROADCASTING, Aug. 8]. A decrease in funds is foreseen, but some advertising will be maintained, it is believed.

Gardner's contract actually expired June 30, and of fiscal 1949, with continuation until the Oct. 31 deadline expected momentarily. The Senate already has passed the 1950 military funds bill, currently tied up in conference committee. The measure (HR 4146) made no specific allotments for Army and Air Force advertising, but overall provisions were substantially the same as for the past fiscal period.

WJZ NEW YORK

Sets August Sales Record

NEW AUGUST sales records have been set by WJZ New York, key ABC outlet, with $208,000 in AM new business accounts. This is an increase of $51,979.50 over last August. Also, $67,000 in TV contracts were placed during the month, according to M. B. Grabhorn, vice president in charge of owned and operated stations.

Last August's AM sales figures totaled $154,020.50. The station at that time had not begun commercial television operations, so no comparable video figures are available for that period.

Antenna Mast Showing

ANTENNA masts made of wound wood, a cylindrical form of plywood, will be demonstrated Sept. 13, at the Brooklyn transmitter site of WNYC New York. Developed for wartime military uses, woundwood has been adapted for peacetime use by Southern Industries of Maryland. Demonstration will show antenna masts for radio and TV set owners, broadcasters and test engineers, according to Special Purpose Products Co., New York distributors of this new material. Site was made available by Seymour Seigel, director of radio communications of New York City and manager of WNYC, municipally owned station.

FM PROMOTION

Set by N. Y. Group

A DECISION that New York, as the most important market in the country, is the most important place for the promotion of FM listening and advertising, was reached Thursday by representatives of FM stations in the New York metropolitan area. Group met at the invitation of Morris Novik, radio consultant, and Frank Gunther, vice president of Radio Engineering Labs, FMA directors for the area.

Mr. Novik was named chairman pro tem of a committee appointed to draft plans for a campaign of FM promotion and research. Committee will meet on Thursday for its first discussion and, when its plans are perfected, will report back to the full group. Other committee members include Joseph Creamer, WOR-FM New York; Elliott Sanger, WQXR-FM New York; Elias Godofsky, WHLI-FM Hempstead, L. I.; Seymour Siegel, WNYC-FM New York; William Coleman, WFUV (FM) New York, Harry Hirschmann, WABF-FM New York, and a representative of WFDR (FM) New York as yet unnamed.

Meeting was attended by Jack Aaron, WFAS-FM White Plains; Lewis Arnold, WSOU (FM) Orange, N. J.; Mr. Coleman; Mr. Creamer; Millard Faught, W2XEA Alpine, N. J.; Louis Frankel, WFDR; Mr. Godofsky; Mr. Gunther; Mr. Hirschmann; Walt Lemmon, WGCH (FM) Greenwich, Conn.; Gordon Meyers, WGHF (FM) New York; Mr. Novik; August Rickert, WFUV; Hartley Samuels, WFDR; Eleanor N. Sanger, WQXR-FM.

Lucerne Signs

LUCERNE MILK Co., division of Safeway Stores Inc., San Francisco, Sept. 11 starts 52 week sponsorship of *Boston Blackie* on eight Columbia Pacific Network stations. Agency, J. Walter Thompson Co., San Francisco.

MILLER NAMED

To Head Lang-Worth Post

APPOINTMENT of James A. Miller as research and engineering director of Lang-Worth Feature Programs Inc. has been announced by C. O. (Cy) Langlois, president of the firm, coincident with the presentation of the new Lang-Worth eight-inch transcription.

Mr. Miller

Mr. Langlois described the transcription as Mr. Miller's "most revolutionary achievement . . . a product befitting his long years of experience and deep fount of knowledge—both in the scientific realm of electronics and the practical application of broadcasting. At Lang-Worth he will be given every opportunity to transfer this great inventive talent to all technical phases of our program service." Mr. Miller will be in charge of technical activities for New York City and Long Island City operations.

Mr. Miller pioneered in experiments with the first magnetic recordings, then turned to sound film and finally engraved tape. In 1907 he constructed a "wireless" station in Palo Alto, Calif., which went on the air the following year. He also worked on formation of the old Federal Telegraph Co., now part of IT&T.

During the first world war, he was named engineer in charge of construction of high-powered trans-Atlantic stations for the U. S. Navy and A. E. F. in Bordeaux, France, he helped build a 1,250,000 w station which reportedly transmitted the first message sent around the world.

After returning to San Francisco he installed radio multiplex stations between California and Oregon, and in the late 20's organized the old Vitavox Co., which recorded sound for motion pictures. He is the inventor of a recording system by engraving sound impulses on special film tape. During World War II he was commissioned in charge of arrangements for installation of top secret communication system between the U. S. and Europe. Immediately after he returned to work on sound recording. Mr. Miller is a member of SMPE, and has previously served as director for such recording firms as Victor and Brunswick.

WHSY to ABC

ABC last week announced the signing of an affiliation agreement with WHSY Hattiesburg, Miss., bringing to 282 the total affiliated stations. WHSY, a fulltime 250 w station, operating on 1230 kc, is owned by the Hub City Broadcasting Co., with Charles W. Holt as station manager.

DOUBLE DUTY for its new compact Stancil-Hoffman battery-operated one-man type tape recorder enabled WIP Philadelphia special events department to speedily cover two top events in its area last week. At top, Del Dengate, WIP engineer, begins feed from tape for broadcast of story from the scene of the berserk killer who shot down 13 persons in Camden, N. J. Murray Arnold (center), program director and Sam Serota (r), special events director, hear account. At right, Mr. Serota reports Philadelphia mid-city three block blaze, which injured seven firemen, from vantage point close to scene of action. Tape recorder is size of lunch pail and microphone has area compared to silver dollar.

PILLSBURY STOCKHOLDERS BROADCAST

Unique Report on WCCO Sept. 13

"BUSINESS and its methods are everybody's business," is the theme carried forth by Pillsbury Mills in its unique stockholders broadcast to be carried over WCCO Minneapolis-St. Paul tomorrow evening.

Mr. Jones

Called *Stockholders Meeting of the Air*, the program, Merle S. Jones, WCCO general manager says, will be an "actual documentary" presenting a straight special events broadcast. Several WCCO microphones spotted in the auditorium of the Pillsbury Bldg. during the afternoon will pickup meetings for recording. WCCO special events department then will edit pertinent portions and dub in narration before broadcast time on the day of the meeting.

Philip W. Pillsbury, president of the milling firm, will call the meeting to order and present his annual report. After appointment of inspectors of the election, actual election of officers will proceed while officials make annual reports from several divisions. Highlight of the program is a question and answer session with stockholders engaging in open discussion of company problems. Concluding portion of broadcast is announcement of election results.

In bringing the technical and somewhat personal proceeding to the microphone, Mr. Pillsbury said his firm believes "it is management's obligation to bring the facts of our company operation to everybody in the most dramatic method possible . . . radio."

Task of editing recordings in a five hour period has been assigned to WCCO newswriters, Ralph Backlund and Charles Sarjeant. Sig Mickelson is responsible for over-all production for WCCO.

CANCER DRIVE

Radio-TV Give Much Time

RADIO donated over $2 million worth of time and television more than $100,000 to publicize efforts of the American Cancer Society's 1949 campaign.

This was announced last week in a report of appreciation by the society to all segments of the radio and television industry.

Local stations alone contributed $1,137,152.74 worth of time on a conservative estimate which used B time rates as the basis for the dollar computations, the society said.

A total of 1,059 stations used the society's material as follows: 20-second E.T. announcements, 33,181 times; one-minute E.T. appeals, 77,856 times; five-minute musical transcribed programs, 4,401 times; five-minute script programs, 915 times; 15-minute E.T. dramas, 2,986 times; foreign language script announcements, 1,135 times; 15-minute script discussions, 268 times; *Hollywood Comes A-Visiting*, 1,214 times, and 30-minute E.T. special, 549 times.

Conservative Estimate

The Cancer Society said that the networks, the advertising agencies and their clients contributed 340 live appeals and mentions on special programs valued conservatively at $667,600 and 7,146 national spot advertisers' mentions valued at $107,400.

Local television stations numbering 30 gave the society 791 plugs valued at $40,981 on a B time basis while TV networks gave 340 showings of cancer material. Television as a whole donated over $100,000 in time, the society said.

VOL NET SET

To Air Tenn. U. Football

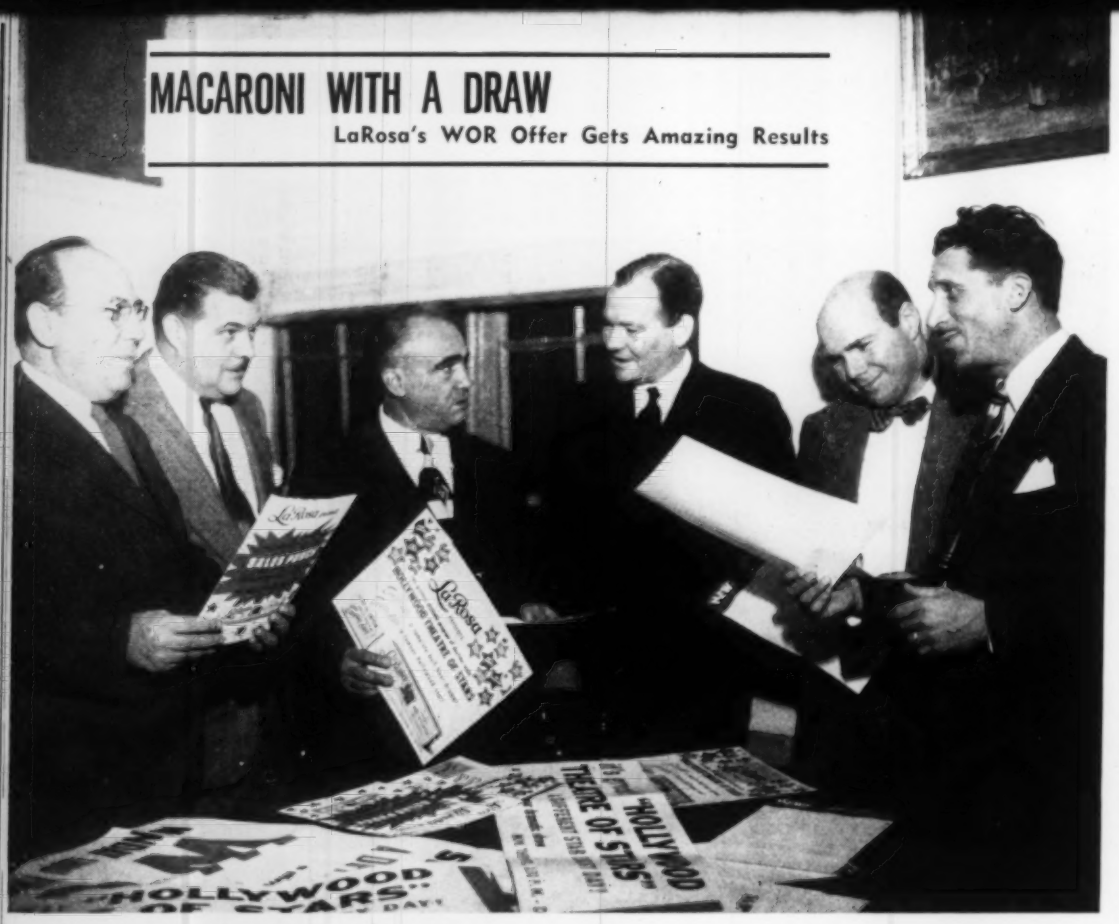
FOOTBALL games played by the U. of Tennessee Volunteers will be broadcast over a statewide Vol Network of at least 17 stations, including WKGN Knoxville. According to Gen. Robert R. Neyland, the university's athletic director, games will be described by WKGN Sports Director Lindsey Nelson.

Gen. Neyland said the athletic association is producing the broadcasts this year. For the opening game in Knoxville Sept. 24 between Tennessee and Mississippi State, there will be a network tie-in of the Mississippi Broadcasters Assn. and Vol Network.

Vol Network stations include WKGN, WAPO Chattanooga, WOPI Bristol, WETB Johnson City, WKDA Nashville, WTJS Jackson, WTPR Paris, WDSG Dyersburg, WCDT Winchester, WEKR Fayetteville, WJJM Lewisburg, WGAP Maryville, WATO Oak Ridge, WHBT Harriman, WCRK Morristown, WCPM Middlesboro, Ky.; WNVA Norton, Va.

MACARONI WITH A DRAW

LaRosa's WOR Offer Gets Amazing Results



DISCUSSING promotional plans for the La Rosa *Hollywood Theatre of Stars* (l to r): Stefano La Rosa, president, V. La Rosa & Sons Inc.; Robert Wood, of WOR New York; Peter La Rosa, vice president, V. La Rosa & Sons Inc.; R. C. Maddox, vice president of WOR; Horace Hagedorn, vice president, Kiesewetter, Wetterau and Baker, advertising agency, and Joseph Giordano, La Rosa advertising manager.

* * *

By FLORENCE SMALL

IN RADIO as in macaroni, it's the draw that counts; and when the two items combined recently on WOR New York, suction was such as to break all mail-pull records for the station.

V. La Rosa & Sons, New York, nation's largest manufacturer of macaroni products, is sponsor of the C. P. MacGregor daytime dramatic series *Hollywood Theatre of Stars*. For three weeks the show carried a spaghetti, macaroni and egg noodle cook-book giveaway which had to be rescinded after that time because of the deluge response to the offer run.

Horace Hagedorn, account executive and program liaison, with Kieswetter, Wetterau & Baker, Inc., New York, (agency for La Rosa) was forced to wire C. P. MacGregor: "Hollywood Theatre of Stars polled 10,143 requests for La Rosa Recipe Booklet after only five announcements on WOR only STOP WOR advises this breaks all record STOP Offer withdrawn during third week STOP Congratulations!"

La Rosa has a radio history that goes back to 1932 when they used mostly spot announcements on foreign language stations. The policy obtained in great degree until last year when, as a test they bought the C. P. MacGregor transcribed show and placed it on six stations. The test proves so successful that effective Oct. 3 the firm will have increased the number of stations to 18, in the entire northeast portion of the country where La Rosa has distribution. Three year contracts have been signed.

The program "Hollywood Theatre of Stars" presents a complete half hour dramatization each day, six times weekly.

V. La Rosa's advertising budget now allocates more than 50% of its outlay radio, with the rest divided between car cards and magazines.

The firm, organized in 1915, produces more than 200 million pounds of macaroni products in a year. The principal officers of the company are Stefano La Rosa, president, Peter La Rosa, vice president and Joseph Giordano, advertising manager.

The specific markets used by the advertiser are: Boston, Pittsburgh, Providence, Hartford, New York, Philadelphia, Troy, Schenectady, Albany, Sacramento, Wilkes-Barre, Allentown and Hazleton.

Business of Broadcasting

One of a Series

WAGNER

Resigns as Olian Vice President

IRVIN J. WAGNER, vice president of Olian Adv. Co., Chicago, for the past five years, has resigned to establish his own business as a consultant to agencies and advertisers, and also to package TV and AM programs. Mr. Wagner will maintain his association with Olian as a consultant, working on radio and television spots and programs.

Before joining the agency he had been an executive at Arthur Meyerhoff and the Schwimmer & Scott agencies in Chicago. He is well known in Chicago radio circles as a pioneer in musical jingles and gimmick spots and the setting up of unique commercials. His new office will be in Lincoln Tower, 75 E. Wacker Drive, Chicago.

FIVE new deluxe table radios, ranging in Eastern list prices from $19.95 to $29.95 have been added to General Electric line.

NARBA

Sessions Start Tomorrow

A 35-MAN U. S. delegation, including government and industry advisors, was slated to leave over the weekend for Montreal, where negotiations for a new North American Regional Broadcasting Agreement (NARBA) open tomorrow (Tuesday).

The delegation is headed by FCC Comr. Rosel H. Hyde with Fletcher Warren, U. S. Ambassador to Paraguay, as special consultant and John A. Willoughby, FCC's acting chief engineer, as chief technical advisor [BROADCASTING, Sept. 5].

The conference is slated to proceed on schedule despite the last-minute announcement of Mexico that she will participate only to the extent of sending an observer. It is expected to last about two months.

The treaty to be drawn up will succeed the one which expired last March 29. Since then the signatory nations for the most part have been following the principles of NARBA, even though technically it is no longer binding. The NARBA nations are the U. S., Canada, Cuba, Haiti, Dominican Republic, Bahamas, and Mexico.

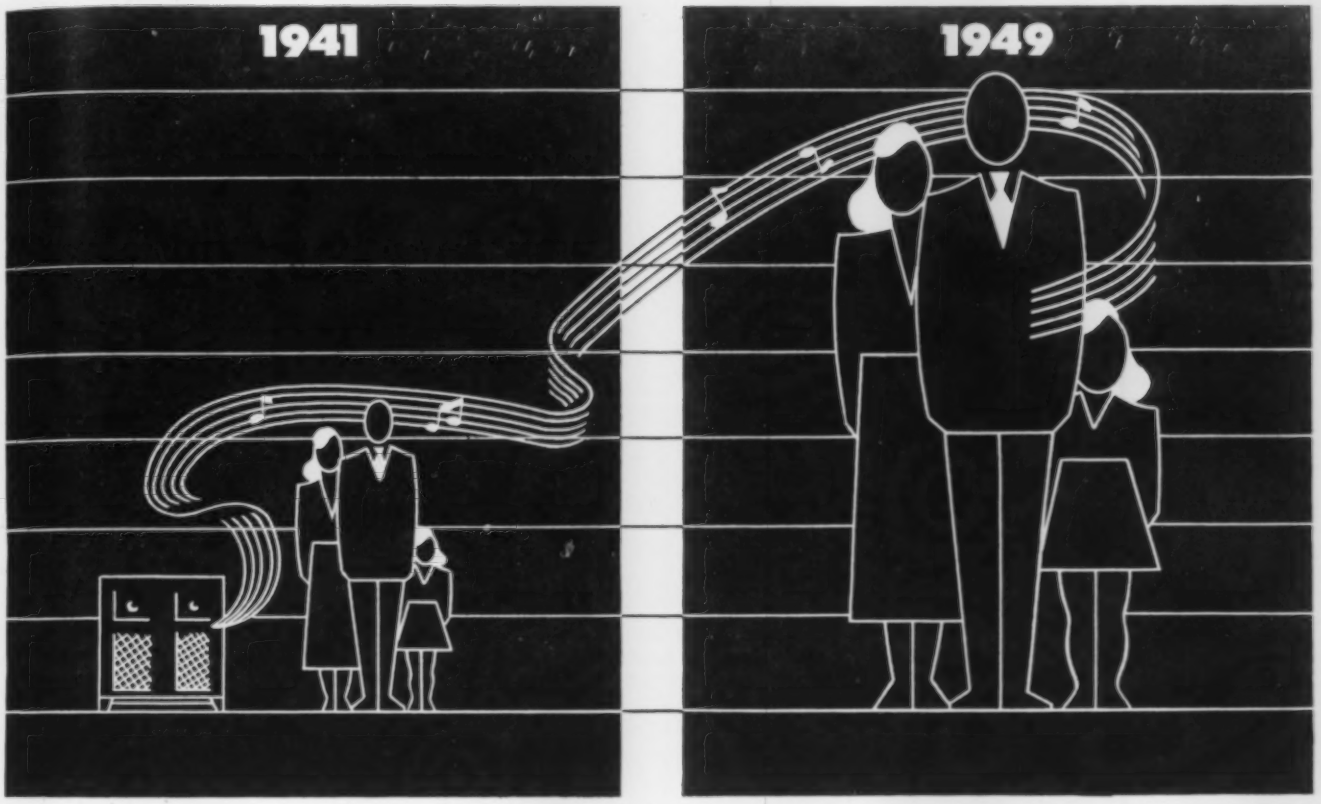
Members of the U.S. delegation:

Rosel H. Hyde, chairman; Ambassador Warren, special consultant; John A. Willoughby, chief technical adviser, and the following government advisers: James E. Barr, head of FCC Engineering Bureau's AM Division; John S. Cross, assistant chief of State Dept.'s Telecommmunications Division; Raymond L. Harrell, telecommunications attache at the American embassy in Havana; H. Underwood Graham, chief of the AM Division's Allocations Branch, FCC Engineering Bureau; Florence Kirlin, special assistant to assistant Secretary of State for Congressional Relations; Joseph M. Kittner, assistant to FCC general counsel; Bruce S. Longfellow, assistant chief, AM Division's Allocations Branch, FCC Engineering Bureau; Donald R. MacQuivey, foreign affairs specialist, State Dept.'s Telecommunications Division; Ralph J. Renton, FCC engineer and U. S. member of the North American Regional Broadcasting Engineering Committee; E. F. Vandivere, chief of FCC Technical Information Division's Information and Analysis Branch.

Industry advisors: Walter Benoit, executive vice president, Westinghouse Radio Stations; Julius F. Brauner, CBS general attorney; Louis G. Caldwell, counsel, Clear Channel Broadcasting Service; Comdr. T.A.M. Craven, engineering consultant, Craven, Lohnes & Culver; William Duttera, NBC staff allocations engineer; R. Russell Eagan, attorney, of Kirkland, Fleming, Green, Martin & Ellis; Raymond F. Guy, manager of radio and allocations engineering, NBC; Andrew G. Haley, counsel, ABC; Ralph N. Harmon, engineering manager, Westinghouse Radio Stations; Howard, engineering consultant; E. M. Johnson, Mutual vice president and engineering director; William B. Lodge, CBS vice president in charge of general engineering; Gustav B. Margraf, NBC vice president and general attorney; Leonard H. Marks, counsel, Daytime Petitioners Assn.; Frank Marx, ABC engineering vice president; Neal McNaughten, NAB engineering director; Dwight A. Meyer, technical field director, Westinghouse Radio Stations; E. C. Page, engineering consultant; James D. Parker, CBS; Forney Rankin, director of government relations for NAB; Oscar W. B. Reed Jr., engineering consultant, Jansky & Bailey; J. W. Wright, chief radio engineer, CBS.

XUM

IOWA LISTENING DOUBLED SINCE 1941!



RADIO listening in Iowa has *increased 213% since 1941!*

This and other significant trends are features of the 1949 Iowa Radio Audience Survey.* For the twelfth consecutive year, this outstanding Survey continues to give a complete and accurate picture of radio in Iowa. It enables advertisers and agencies to determine Iowa's *greatest radio value* for any radio promotion, in any or all parts of the State!

This valuable book will be off the press in a few days. *Write now to reserve your free copy.*

* The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

AUDIENCE PROMOTION

Fundamentals Outlined

By JESSE THOMPSON
DIRECTOR OF ADVERTISING & PROMOTION
MUTUAL BROADCASTING SYSTEM

FOR SOME 10 years that I know of, hundreds of thousands of dollars a year have been invested in audience promotion in all of its many forms. In 1949, due mainly to the fundamental schedule scrambling which, willy nilly, is occurring on all the networks and will affect more than half of the nation's radio stations, this promotion expenditure will undoubtedly be doubled and tripled to a new high.

The results so far achieved on some major switches have been disappointing—and the results of promotion still to be done on changes still to come remain in the realms of speculation and devout hope.

Time to Face Up

So the present would seem to be a good time to face up realistically to the basic question which we have not liked to ask: "Is all that money well spent, or is it money sent down a well?" And this, not unnaturally, suggests another query: "How can we work it so as to derive more good from this money?"

The right answers to these posers are important not only to networks and stations; they are equally important to sponsors. For surely, there is no sponsor today who seriously thinks it is all network and station money or who fails to realize that, in the long pull, it is no one but the sponsor who pays—in time rates that must cover the stations' operating expenses plus a fair margin.

How effective, then, is promotion money? I don't recall ever having seen any research into the influence of audience promotion on program ratings. Giving due weight to all the other factors involved in a rating—program quality, competition, time of broadcast and other inherent as well as external influences—does it take $500 to raise a rating by 1 point? Does it require $1,000 or $10,000? (If Mr. Nielsen has any flicker of interest in undertaking such a study, I have some notions to pass along.)

Promotion Gets Credit

In spite of this lack, if we believe at all in advertising, we have to hand audience promotion a lot of credit for building and maintaining audiences. At the same time, it is possible to hold the conviction that if audience promotion had more joint planning on the part of sponsors, agencies and networks, and more cooperation in execution on the basis that it is a common project, its impact could be greater, its results better.

And this assumption leads us on to take a new look at long-accepted fundamentals, which have possibly been equally long-neglected because of the immediacy of most audience promotion. Such a look at basics, however self-evident they might be, could well start some new thinking, suggest some worthwhile new approaches.

First Fundamental

Fundamental No. 1, on which all audience promotion is necessarily predicated, stems from a basic characteristic of radio with respect to sponsored programs—one that exists in no other medium except television. An advertiser who buys space in a magazine or newspaper is not expected to provide the editorial content; that is done by the publication itself, and responsibility for building circulation and readership rests with the publisher. The advertiser buys circulation ready-made and his only job is to capture readership for his message, to develop starch ratings, with the most fetching ads he and his agency can produce.

Mr. THOMPSON

* * *

In radio, by contrast, it is the unique fact that the advertiser (sponsor) furnishes his own editorial content (his program). And because of the complicating factor of "audience inheritance," some of the responsibility for editorial matter is in the hands of other sponsors and of the networks, depending upon whether the preceding block of programs is commercial or sustaining or both. But there is more: Not only must the sponsor build his own circulation based on a network's "listening habit"—that is, try for the highest possible rating for his "editorial"—he must also get for his commercial (his advertisement) the biggest hearing he can. (The second part of the job is by no means automatic—or concomitant with the first.)

No Stake in Printed Media

Put in another way: In printed media the advertiser has no stake, though he has an interest, in editorial. In radio the editorial surrounding his commercial is his—he has a definite money stake in it. And his is the foundation for his audience promotion.

The conclusion from the audience promotion viewpoint is that not only must successful programs be **listenable**—they should **be promotable**, must make good "copy." And that includes a lot of elements—personalities, story lines, guest shots, flexibility for tie-ins and ballyhoo.

Fundamental No. 2 flows from the first and is elementary: The purpose of audience promotion is to build audiences for programs. Immediately, however, we run into a corollary, a parallel with product advertising. Advertising can and does get customers to buy and try a product—can and does keep a product spotlighted—but it is the product itself that has the burden, through quality and service and satisfaction, of keeping customers sold and producing the repeat sales which make businesses successful.

Persuade Listener

So also, audience promotion: It can and does persuade the listener to tune in once, twice, three times, but only the program itself can exercise a long-time hold on the audience and keep it tuning week after week. It is generally agreed that it takes time for a show to "establish" itself. Audience promotion can shorten this time element and so return dividends.

But it is well to realize that promotion doesn't have all the answers. For instance, promotion can add nothing to a show's maximum audience potential—that is in the realm of programming. What's more, a program which does not have the potential expected of it will reach the end of its rope quicker with audience promotion.

Assuming a meeting of the minds of these two fundamentals, we come to fundamental No. 3 which is this: While networks and stations have been and are doing the best job they can (and it is a very good "best"), no audience promotion may be considered complete and well-rounded unless it includes:

a. *Mutual cooperation* of sponsor, network and stations, all three working toward the single goal.

b. *Planning* so that each carries its own share of the job and all efforts are pooled and coordinated.

c. *Planning and execution* at both the national and local levels.

Approach to Answer

Where all this is done, there we begin to approach the answer to "how can we work promotion so as to derive more good from our money?" Suppose we take each party to promotion and look into the highspots of what each can contribute to a well-rounded job? Maybe it will help.

THE SPONSORS' ACTIVITIES. Many sponsors are doing a great job with their part in promoting their shows and are finding the effort pays. But it may be said that more sponsors could do more to help their own ratings; and they could do it at little or no additional cost to themselves.

Here's a check list of the more important sponsor activities: neither new nor all-inclusive, it will nevertheless serve as a useful reminder of things which sponsors can do to promote their shows:

1. *National Advertising.* Many sponsors include some mention of their shows in their national printed advertising. However, a fairly attentive check through a current

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TALKING over promotion plans which NBC has undertaken this fall are (l to r): Murray Bolen, Benton & Bowles, Hollywood; Sidney N. Strotz, NBC administrative vice president in charge of Western Div., Ralph Edwards, m.c. of *Truth Or Consequences* and *This Is Your Life*; Nat Wolff, director of *Hollywood Star Theatre*.

XUM

FIRST says AUGUST PULSE

WCPO-TV

CINCINNATI'S CHANNEL 7

PULSE says they rate

Monday thru Sunday	1st	2nd	3rd
	WCPO-TV	TV-STATION 'B'	TV-STATION 'C'
NOON to 6:00 p.m.	42%	25%	2%
6:00 p.m. to MIDNITE	32%	26%	19%

A Branham man will show you breakdown of ratings.

Tops in another August Survey-Too!
"FAVORITE TV STATION"

WCPO-TV	56.7
STATION 'B'	36.8
STATION 'C'	6.5

Represented by the BRANHAM COMPANY

A Scripps-Howard Radio Station
Affiliated with the CINCINNATI POST

District 7

(Continued from page 26)

ery Ward and J. C. Penney Co. are already bearing fruit, he said, and these two nationwide retail organizations are resuming use of radio. He said the Penney top management had been anti-radio with some local managers "bootlegging" use of radio by disguising their figures.

BAB is taking radio's story all over the nation Mr. Mitchell declared, feeling that the industry's sales impact has not been adequately presented. He described the department store problem as serious but blamed this partly on station management. New stations have done more to bring new sponsors into radio than any other means, he said.

Mr. Mitchell listed BAB's publications including the weekly "pitch" letter and an upcoming series of stories telling the basic facts about different types of business.

Theres no use kidding yourselves, Mr. Mitchell said as he went into the type of competition broadcasters face from newspapers, billboards, direct mail, magazines and other media. He explained that BAB was organized to do an aggressive radio selling job, and that's what it intended to do on the basis of industry desires.

He told delegates they would rise up on a roar if they could see the sort of stuff other media were using against radio. A lot of it is below-the-belt and phoney, he declared.

BAB is tailoring a set of selling tools for all types of broadcast programs, Mr. Mitchell said. It is preparing a cooperative direct mail campaign, based on material that will carry station imprints, with orders for some 400,000 pieces on hand even before the project has been completed.

He traced progress of the all-media presentation, a motion picture film now in the shooting stage. This film will do a broader job than the slide film presentation, he said, adding that work is under way on other slide films. Second of this series will cover national spot and will be aimed at wholesalers and distributors. Eventually BAB will have an entire library of slide film, he said.

Most of the criticism of the first slide film has come from newspaper-affiliated stations, he brought out in explaining that the film was produced under specific direction of the NAB board.

KYW At Reading Fair

SIXTEEN separate broadcasts—including news summaries, on-the-scene interviews, descriptions of a beauty pageant and harness racing—will highlight Westinghouse's KYW Philadelphia coverage of the Reading, Pa., Fair which gets underway today (Monday).

FIRST 15 PACIFIC HOOPERS—August 1949

Program	No. of Cities	Evening Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
The Whistler	6	Signal Oil Co. (Stebbins)	13.7	8.6	+5.1	16
Adv. of Sam Spade	6	Wildroot (BBDO)	13.1	16.8	—3.7	1
Horace Heidt	6	Philip Morris (Biow)	12.3	11.9	+0.4	3
Mr. District Attorney	6	Bristol-Myers (DC&S)	11.8	7.4	+4.4	22
Your Hit Parade on Parade	6	American Tobacco (BBDO)	11.4	—	—	—
Let 'George Do It	6	Standard Oil (BBDO)	10.5	12.4	—1.9	2
Henry Morgan	6	Bristol-Myers (Y&R)	10.3	—	—	—
Inner Sanctum	6	Emerson Drug (BBDO)	10.0	9.4	+0.6	7
A Life in Your Hands	6	B & W Tobacco (Seeds)	9.8	—	—	—
Twenty Questions	6	Ronson Art Metal (Grey)	9.3	8.2	+1.1	19
Our Miss Brooks	6	Colg.-Palm.-Peet (Bates)	9.1	—	—	—
Crime Photographer	6	Philip Morris (Biow)	9.0	9.3	+0.3	10
Big Story	6	Am. Cig. & Cig. (SSC&B)	9.0	9.3	—0.3	9
Curtain Time	6	Mars Inc. (Grant)	9.0	4.7	+4.3	64
Counte of Monte Cristo (2 mos.)	6	Golden State Dairy (BBDO)	9.0	—	—	—

SCBA Committees

COMMITTEES for fifth annual outing of Southern California Broadcasters Assn. were announced last week by Haan Tyler, KFI-TV Los Angeles manager, chairman. Those appointed include Robert Reynolds, manager KMPC, and Frank Burke, manager KFVD, finance; Maury Gresham of KLAC and Oren Mattison, KMPC, prizes; Jim Strain, KGFJ, and Larry Buskett, KLAC, golf; Bill Ray, KFWB, and Oscar Turner, NBC, all Hollywood, reception. Affair will be held Oct. 4 at Oakmont Country Club, Glendale.

District 7 Registration

Albertson, Fred W., Dow, Lohnes and Albertson; Albinger, Al, WCOL; Amor, Addison C., RCA Recorded Program Service; Atterholt, Robert, WATG; Baker, Kenneth H., NAB; Bauer, G. F. (Red), WINN; Beatty, J. Frank BROADCASTING; Beatty, Richard V., WOHI; Beer, Robert M., WATG; Berk, Roger G., WAKR; Berk, S. Bernard, WAKR; Betts, J. W., WFTM; Blackburn, James W., Blackburn Hamilton Co.; Bock, Fred C., WADC; Bodner, Carl P., WPAY; Boyd, Gerald F., WPAY; Callaway, J. Harry, WBEX; Carr, Eugene Bushmoore; Cary, Harvey, WKRC; Cisler, S. A., WKYW; Disner, Peter R., WHAS; Doherty, R. P., NAB; Eells, Jim, Bruce Eells and Assoc.; Eilerman, Arthur L., WZIP; Everson, Carl M., WHKC; Fehlman, Robert C., WHBC; Ferguson, R. W., WTRF; Fitzgerald, Harold, WOHI; Flenniken, Jim, Capitol Transcriptions.

Gallagher, H. L., WTAM; George, Carl, WGAR; Gilmor, Paul E., WHBC; Glynn, Jerry, Sponsor; Green, C. W., WHKK; Hackathorn, K. K., WHK; Hagenah, Gus, Standard Radio; Hager, Kolin, SESAC; Heller, C. B., WIMA; Higgins, Hugh M., WMOA; Highbaugh, David B., WHIR; Harlow, Roy, BMI; Heiser, A. E., WLEC; Henry, Lew WHKK; Hines, J. E., WTAM; Hoessly, H. H., WHKC; Horswell, Bert, C. P. MacGregor; Hyle, John F., Transcription Sales Inc.; Isaac, W. T., WHIR; Jackson, Floyd M., WPAY; Johnson, E. M., MBS; Levi, Win, BROADCASTING; Martin, Whitney R., WCMI; Mack, R. W., WIMA; Mason, Lin, WWSO; Mason, Robert T., WMRN; Maurer, J. B., WHK; Milder, Nate, WHIZ; Miller, Justin, NAB; Mitchell, Maurice B., BAB; Morgan, Mrs. James T., WHLN; Morgan, James T., WHLN; Morrison, Robert, World; Moses, John B., WHKC; Nasman, L. E., WFMJ; Nunn, Gilmore N., Nunn Stations; O'Brien, J. W., WEOL; O'Connell, John J., Associated Program Service; Orr, W. I., WBNS.

Pattee, Linwood, BMI; Parsons, Edgar, WREO; Pearce, B. P., Weed; Potter, Hugh O., WOMI; Pricer, Bob, WCLT; Reams, Frazier, WTOL; Richards, Robert K., NAB; Richmond, R. W., WHKK; Rogers, Thomas A., WCLT; Roll, Richard T., WLOK; Ruley, W. R., WBEN; Sague, Sam, WSRS; Samnson, R. M., WSAI; Seville, H. A., WEOL; Swicher, Gerald, Associated Press; Trace, Gene, WBBW; Warren, Charles C., WCMI; Weis, Pierre, Lang Worth; Welch, Miller, WLAP; Wilson, P. C., WAND; Willis, J. E., WLAP; Young, Bill, Lang Worth.

WHCU AWARDS

Given For Press Leadership

WHCU Ithaca, the 1 kw CBS commercial outlet owned and operated by Cornell U., Saturday (Sept. 10) gave $1,700 in awards to six weekly New York state and Pennsylvania newspapers at the third annual Cornell U. Press-Radio Dinner.

The awards, offered for outstanding "editorial leadership" or for "aggressive leadership in local community progress," were presented by WHCU General Manager Michael R. Hanna.

The meeting was attended by 230 press and radio people, university officials and civic leaders and by 96 representatives from 43 of the 68 weeklies in 22 New York and Pennsylvania counties which cooperate with WHCU in producing the station's Peabody Award-winning Sunday program, *Radio Edition of the Weekly Press.*

The editors aid in production of the program merely by putting WHCU on their mailing list. The station then produces the program by culling the more than 60 papers thus received each week for "grass-roots" thinking on local, regional, national or international issues or problems. Some 50 or 60 man-hours of labor go into the production of each week's program—more than is used to produce many of the papers themselves. The program started as a 15-minute show and is now a 25-minute sustainer.

First prize of $500 for "editorial leadership" went to *Corning News*, Corning, New York, for the second straight year. Second prize of $250 in that category went to *Ontario County Times-Journal*, Canandaigua, N. Y., also for the second year. Third prize of $100 went to *Dundee* (N.Y.) *Observer*, while a special citation in that category went to *Mid-York Weekly* of Hamilton, N. Y.

For "promotion of local community progress," the *Wyalusing Rocket* of Wyalusing, Pa., drew first prize of $500. Second prize of $250 went for the second year to *Republican-Register* of Moravia, N. Y., while the $100 third prize went to the *Candor* (N. Y.) *Courier*. Special citations for "community action" went to the *Waverly Sun* and *Valley News*, Waverly, N. Y., and *Bee-Journal* of Canastota, N. Y.

Operating Costs

(Continued from page 27)

of 50,000 to 250,000 and $1,392,647 in cities over 250,000. The study does not break down large station income by regions.

Highest share of the broadcast dollar of local stations goes to operating expenses at Mountain-Pacific and North Central stations. A similar situation is found in the case of medium stations. Operating expenses take 72.62% of the revenue of large stations in cities under 50,000; 77.20% in cities of 50,000-250,000; 74.65% in cities over 250,000.

Mr. Doherty said fulltime stations rather consistently, for all areas, had higher per station income than parttime stations. Affiliate stations as a group in all areas had higher per-station income than non-affiliates.

Local fulltime stations had average income of $117,673 in 1948 while local parttime stations took in $77,495, he said. Regional fulltime stations averaged $323,477 while regional parttime stations had $114,108. Large fulltime stations averaged $1,016,175 compared to $826,475 per station income for large parttime operations.

Small market stations (250 w in cities under 50,000 population) within the New England, New York, Pennsylvania and New Jersey area had highest income for the year, $99,674 compared to lowest average revenue of $80,195 for stations in the area embracing Kentucky, Alabama, Mississippi, Tennessee, Arkansas, Oklahoma, Louisiana and Texas.

Both parttime and non-affiliates spent larger proportions of their income on operating expenses than fulltime and affiliated stations, respectively, Mr. Doherty said.

National average income for small stations follows: Small cities, $91,326; medium cities, $155,804; large cities, $229,256.

Medium stations: Small cities, $136,054; medium cities, $288,440; large cities, $457,437.

Large stations: Small cities, $291,830; medium cities, $621,583; large cities, $1,351,270.

Mogul Places $100,000

WMCA New York has signed contracts totaling $100,000 yearly with the Emil Mogul Co., New York Agency, on behalf of its clients, National Shoe Stores, Barney's Clothes and Modern Industrial Bank, all New York. Campaigns include participations in *Mr. & Mrs. Music*, recorded music programs and spot announcements. In addition, the Bank will participate in the *Antique Record Shop* program. Schedules start this month.

ALL announced candidates for mayor of Detroit have been invited to partake in roundtable discussion over WDET (FM) Detroit.

REGIONAL GRANTS

FCC Also Gives Local CP

GRANTS for new regional stations in Bakersfield and Modesto, Calif., a new local at Center, Tex., and regional facilities for WILK Wilkes-Barre, Pa., are anticipated in initial decisions issued by FCC examiners. Decisions were reported by FCC fortnight ago [BROADCASTING, Sept. 5].

Examiner Leo Resnick approved the applications of (1) Marmat Radio Co., operator of KMAR (FM) Bakersfield, for 970 kc with 5 kw day and 1 kw night, directionalized day and night, at Bakersfield, and (2) Stanislaus County Broadcasters Inc. for 970 kc with 1 kw, also directionalized fulltime, at Modesto. Examiner Fanney N. Litvin approved WILK's bid for 980 kc with 5 kw day and 1 kw night, directionalized fulltime, in lieu of its present operation on 1450 kc with 250 w. The Center grant, anticipated in a decision by Examiner J. D. Bond, would go to Shelby Broadcasting Co., for 1490 kc with 250 w fulltime.

In the California case a third application—Central Valley Broadcasters' request for 980 kc with 1 kw for a new station at Merced—was held to be in default and given a recommended denial. The decisions become effective in 40 days unless review by the full Commission is requested.

WILK's new regional operation would serve 484,000 persons daytime (a gain of 225,175) and 193,766 at night (108,837 gain). There would be some interference with WTRY Troy, N. Y. (affecting 6,300 persons) and WSCR Scranton (10,500 persons). But Mrs. Litvin pointed out that some 61,000 persons would get their first nighttime service from WILK's new operation.

The Bakersfield and Modesto stations would not cause interference with each other or with any existing or proposed station in the U.S. They plan non-network operations.

In the Texas case, as a safety measure against interference with KGKB Tyler, the examiner would require that the new station's transmitter be located no nearer to Tyler than the center of the city of Center, and that its shunt-fed antenna be no more than 150 feet high and be installed to minimize radiation toward Tyler.

The Center station plans to operate as an independent.

Ownership of the grantee firms:

Marmat Radio Co., Bakersfield—Operator of KMAR (FM), the firm is a partnership of James L. Mattly, operator of a radio and appliance service, who would be general manager of the station; Guy Marchetti, associated with Mr. Mattly, who would be chief engineer; Reno Marchetti, farm operator; Fred Marchetti, chief engineer of a hospital; and Julian and Umbert Cantelmi, businessmen.

Stanislaus County Broadcasters Inc., Modesto—Equal owners: Cecil Lynch, grape grower, formerly identified with KTRB Modesto, KDON Monterey, and KTMB Honolulu, who is president and would be general manager; G. A. M. Lynch, his father; Ralph M. Brown, Modesto attorney; and Harold Bowen, a farmer.

Shelby Broadcasting Co., Center—A partnership of O. L. Parker, salesman for a soft drink firm, and A. C. Childs, manager of a Center variety store. They own equal interests. Mr. Parker would be manager and advertising director of this station.

CATCHING hurricane winds which roared through Miami's main streets are WTVJ (TV) announcer Matty Matthews (with microphone) and Cameraman Joe Kline who covered the devastating storm from the 16th floor U. S. Weather Bureau window. At the time the picture was snapped winds registered 60 mph, station reports.

FLORIDA'S BIG BLOW

Local Stations Meet the Challenge

REPORTS of radio's role in the battle against the ravaging hurricane which hit Florida head on [BROADCASTING, Sept. 5] continued to roll in last week.

WSWN Belle Glade, its 220-foot tower completely demolished by 140 mph gales, was among the first storm damaged stations to report resumption of normal operation. Three days after losing its "radiator," WSWN returned to the air via a four-strand "flattop" hastily constructed by Chief Engineer C. S. Clemans and three of the station's announcers. Outlet said FCC officials in Miami, 80 miles away, found the signal "strong as ever."

Meanwhile, WSWN unloaded at the antenna site on Aug. 30 a new 267-foot stainless steel tower purchased from WCOA Pensacola. Sept. 1, 12 days after the blow, WSWN resumed normal operation. Tom Watson Jr., station manager, said: "Losing our tower was a severe setback. It was only partially covered by insurance. But even the most discouraging problems can be overcome when loyal employes are willing to roll up their sleeves and tackle the job."

Miami's only video station, WTVJ, covered the storm "live" direct from U. S. Weather Bureau observation headquarters 16 floors above the street. Early in the storm, Bureau organization and primary damage were recorded on film. First "live" telecast ran a full half-hour. Second one appeared on TV screens at the time when the hurricane roared at full pitch through Miami's center. Scenes of swaying and falling palms, stalled vehicles and flying debris were caught by the camera as they happened.

WTTT Coral Gables dispatched a special events crew to the heart of the hurricane. Leaving Miami, Chief Engineer Walter Kinney and P. D. Mitler traveled 50 miles until 162 mph winds pitched pine trees across roads and rising water caught the car's wheels in thick mud. However, making their way slowly, the pair tape recorded scenes at Pahokee, Belle Glade, Canal Point, Stuart and the Palm Beach areas. They returned some 15 hours later, after driving 550 miles, with a 45 minute broadcast featuring descriptions of the battered areas, interviews with residents, city officials and the State Highway Patrol members.

FINCH

Default of Army Contract Seen by Gray

ARMY SECRETARY Gordon Gray has notified the Senate Armed Services Committee that apparently he has "no alternative" but to place in default the contract between Finch Telecommunications Co. and the Army Signal Corps, but would issue a "definitive" action momentarily in reply to the committee's query for a decision.

The contract calls for construction of a facsimile machine built to Army specifications which the New Jersey company's owner, Capt. W. G. H. Finch, claims were "unreasonable." The Signal Corps asked for a review of the case by the Senate group, which later recommended against the default in the best interests of government and small business [BROADCASTING, Aug. 29, Sept. 5]. Capt. Finch is licensee of WGHF (FM) New York.

Secretary Gray said he had carefully reviewed the matter but was unable to reach a decision to justify such "relief," based on informal information from the Navy and Central Intelligence Agency, which also hold similar contracts with Finch Telecommunications. He promised a decision shortly pending further exploration of the effect on the two departments' activities.

Two courses were noted by the Army Secretary looking toward a decision: Modification of the present contract to continue the Finch service, and termination. He said he is "firmly convinced" that modification would not serve the government's best interests since the firm already has "indicated it does not have the know-how and technical ability to perform the work efficiently."

In addition, the present experimental facsimile model, even if completed, "would not be of a value commensurate with additional costs involved," Secretary Gray felt. To keep the firm in business through the Navy and CIA contracts would cost an extra $80,000 more than either felt was justified, he added.

As to the Senate group's point that another small business would be forced out, Secretary Gray compared the special treatment to a "subsidy." He said the Army Procurement Act of 1947, which provides for fair proportion of purchases to be placed with small firms, would not authorize "special treatment" merely because a contractor happens to be a small business firm. In that conclusion the General Accounting Office also concurs, he observed.

COFFIN NAMED

To NBC Research Post

APPOINTMENT of Dr. Thomas E. Coffin, research authority and chairman of the Hofstra College department of psychology, as NBC research associate for television, was announced last week by Hugh M. Beville Jr., director of the network's research department.

Dr. Coffin released in August 1948 his publication, *Television Effects on the Family's Activities*, and will shortly release additional video surveys made while at Hofstra College.

WLBH-FM BEGINS

Open House Draws 2,000

WLBH-FM Mattoon, Ill., began operations Sept. 1 on 96.9 mc with 23 kw from 3 p.m.-10:40 p.m. weekdays and 12 p.m.-10:45 p.m. Sunday. Open House drew an estimated 2,000 visitors to studios, offices and transmitter site over the Labor Day weekend, the station reported. Dedication was held Sept. 4.

Congratulations were received from Gov. Adlai E. Stevenson; Sen. Scott W. Lucas, Senate majority leader; Paul Powell, Illinois General assembly speaker; Bill Polje of Pollyea Adv. Agency, and Hal Holman of Chicago. J. R. Livesay, president and general manager of Mattoon Broadcasting Co.; Mayor George W. Smith of Mattoon; L. L. Krantz, school superintendent; R. D. Bills, president of Mattoon Assoc. of Commerce, and John Lewis, State Representative, participated in the program.

Station will lean strongly to sports programming. Rolland Looper is commercial manager and Bob LaMere, program director and news editor of both WLBH-AM-FM.

ALL broadcasting facilities of WALL Middletown, N. Y. were moved to Orange County Fair for complete coverage of activities.

BMI... Tops across

Thanks to our affiliated publishers, writers, the recording companies, their artists, and

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throout the country. Unless shown in this chart, other available records listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical

POSITION Week Last	This Week				
✓4	3	1.	SOMEDAY	V. Monroe Ork. V 17#120-2510; (45)47-2986	—BMI
✓5	1	2.	YOU'RE BREAKING MY HEART	V. Damone-G. Osser Ork. Mercury 5271	—BMI
✓14	4	3.	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kaydets	—BMI
20	2	4.	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork. V 17#120-3402; (45)47-2896	—ASCAP
✓2	5	5.	THAT LUCKY OLD SUN	F. Laine Mercury 5316	—BMI
✓4	6	6.	YOU'RE BREAKING MY HEART	B. Clooney-Stafford-P. Weston Ork. Cap 57-544	—ASCAP
	7	7.	SOME ENCHANTED EVENING	E. Howard Ork. Cap 57-629	—ASCAP
16	14	8.	ROOM FULL OF ROSES	P. Weston Ork. Cap 57-629	—ASCAP
✓5	20	9.	SOMEDAY	S. Kaye Ork. V 17#120-3459; (45)47-2923	—ASCAP
9	9	10.	THE FOUR WINDS AND THE SEVEN SEAS	Stafford-P. Weston Ork. Cap 57-544	—ASCAP

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 2,858 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

POSITION Weeks to date	Last Week	This Week			
16	1	1.	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork. V 17#120-3402; (45)47-2896	—ASCAP
✓9	3	1.	YOU'RE BREAKING MY HEART	V. Damone-G. Osser Ork. Mercury 5271	—BMI
✓11	2	3.	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kaydets V 20-3441 Mercury 5296	—BMI
✓10	5	4.	ROOM FULL OF ROSES	E. Howard Ork. V 17#120-3510; (45)47-2986	—BMI
✓4	6	5.	SOMEDAY	V. Monroe Ork. V 20-3441	—ASCAP
14	6	6.	SOME ENCHANTED EVENING	B. Crosby-J. S. Trotter Ork. D 24609	—ASCAP
✓3	21	7.	YOU'RE BREAKING MY HEART	Ink Spots D 24693	—BMI
✓9	7	8.	ROOM FULL OF ROSES	D. Haymes D 24632	—BMI
30	6	9.	AGAIN	G. Jenkins Ork-Jan Savitt D 24602	—ASCAP
✓5	11	10.	SOMEDAY	Mills Brothers D 24694	—BMI
11	10	11.	HUCKLEBUCK	T. Dorsey-S. Shavers V 20-3427	—ASCAP
3	18	12.	MAYBE IT'S BECAUSE	E. Howard and Ork. Mercury 5314	—ASCAP
1	—	13.	THAT LUCKY OLD SUN	F. Laine Mercury 5316	—ASCAP
4	13	14.	MAYBE IT'S BECAUSE	G. Jenkins Ork-D. Haymes D 24650	—ASCAP
✓1	—	15.	JEALOUS HEART	A. Morgan Ork. London 500	—BMI
12	20	16.	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-F. Weston Ork Cap(T)157-567; (45)154-582	—ASCAP
30	9	17.	RIDERS IN THE SKY	V. Monroe Ork. V 17#120-3411; (45)147-2902	—ASCAP
14	26	17.	AGAIN		
✓2	—	19.	I'M THROWING RICE AT THE GIRL I LOVE		
2	17	20.	THAT'S MY WE... NOW		
8	—	20.	YOU TOLD A		
15	—	22.	I DON'T SEE EYES ANY		
14	14	23.	BABY, IT'S		
4	—	23.	FOUR WIN SEVEN SE		
8	30	25.	BALI HAI		
✓2	30	25.	YOU'RE SO UNDERSTAND- E. Knig		
13	21	27.	SOME ENCHANTED EVE- NING	D. Day-The Mellomen	—ASCAP
10	24	28.	AGAIN	A. Mooney Ork. MGM 10398	—ASCAP
23	—	28.	AGAIN	J. Wakely and M. Whiting	—ASCAP
✓1	—	28.	SLIPPING AROUND	J. Autry Col 38225	—BMI

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

No. 1 On the Honor Roll of Hits
ROOM FULL OF ROSES

No. 1 Sheet Music Seller:
ROOM FULL OF ROSES

No. 1 Most Played on Disk Jockey Shows
SOMEDAY, V. Monroe Ork. V (78) 20-2510; (45) 47-2986

No. 1 Disk via Dealer Sales
YOU'RE BREAKING MY HEART, V. Damone-G. Osser Ork., Mercury 5271

No. 1 Disk in the Nation's Juke Boxes
SOME ENCHANTED EVENING, P. Como-M. Ayres Ork., V 20-3402; 47-2896 and YOU'RE BREAKING MY HEART, V. Damone-G. Osser Ork, Mercury 5271

No. 1 Most Played Juke Box Country and Western Record
I'M THROWING RICE AT THE GIRL I LOVE, E. Arnold, V (78) 21-0083; (45) 48-0080

No. 1 Best Selling Retail Country and Western Record
WHY DON'T YOU HAUL OFF AND LOVE ME, W. Raney, King 791

No. 1 Most Played Juke Box Blues and R...

"YOU'RE BREAKING MY HEART"
BY
GENARO and SKYLAR

"JEALOUS HEART"
BY
JENNY LOU CARSON

The Cash Box

The Nation's TOP TEN Juke Box Tunes

✓1 **YOU'RE BREAKING MY HEART**
CA-57-716—Jan Garber O.
CO 38546—Buddy Clark
DE 24693—The Ink Spots
HT-167—Jimmy Saunders
ME 5271—Vic Damone
MG-10678—Russ Case
VO-55019—Bill Harrington

2 **SOME ENCHANTED EVENING**
BB-11-0009—Eve Young
CA-57-629—Paul Weston O.
CA-57-546—Jo Stafford
CO 38466—Gordon MacRae
DE 24667—Frank Sinatra
DE 24609—Bing Crosby
DE 24707—Eddie & Rock
LO-455—Ray Block O.
VI-52-0024—Stanley Black O.
VI-20-2402—Al Goodman O.
VO-5500—Bill Harrington

✓3 **A ROOM FULL OF ROSES**
BB-11-0012—Jackie Searle
CA-57-617—Russ Morgan
CA-4205—Paul Weston
CO-20596—Foy Willing
CO-38525—George Morgan
CO-40067—Gerry Wayne
DT-155—Phil Reed
DE-16114—Gene Autry Buzz
DE 24678—Dick Haymes
HA-1051—Phil Brito
HT-145—Pat Terry
ME-5296—Eddy Howard O.
VA-150—Todd Masters O.
VI-20-3442—Sammy Kaye O.
VI-21-0075—Sammy Kaye O.
VO-55011—Chuck Foster O.

4 **LET'S TAKE AN OLD-FASHIONED WALK**
BB-11-0010—Johnny Bradford
CA-57-646—Margaret Whiting
CO-38511—Frank Sinatra-Doris Day
DE 24666—Fred Waring O.
DE 24666—Dick Haymes
HA-1047—Jerry Wayne
MG-10665—Frankie Masters O.
VI-52-0028—Al Goodman O.
VI-20-3469—Perry Como
VO-55018—Bill Harrington

✓5 **SOMEDAY**
LO-200/5—Gene Autry
CR-217-738—Bob Thom...
CN-5047—Bob Thom...
DE 5017—Buz...

XUM

the board

and you in radio who help make the song hits

"SOME DAY (YOU'LL WANT ME TO WANT YOU)" BY JIMMY HODGES

"ROOM FULL OF ROSES" BY TIM SPENCER

*Reprinted from Billboard Sept. 10

BROADCAST MUSIC, INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
New York • Chicago • Hollywood

XUM

NAB's FM-TV Aims

(Continued from page 26)

directors—Mr. Dillard and Frank U. Fletcher, WARL Arlington—represent FM on the NAB board.

The original FMBI was formed to solve an allocation problem. FMA's functions were set out as mainly promotion at the time of its formation but it quickly assumed a trade association hue.

FMA members still feel FM should be promoted, and will demand service of that type should NAB and FMA decide to merge. With 700 FM stations on the air and several million sets in homes, they believe some of the promotion will be automatic. FMA has manufacturer members who contribute to its support. Its 200 station members pay $100 a year dues.

Any NAB-FMA merger would require approval of the FMA board and membership.

Some TBA officials take the position that NAB's recent acquisition of 29 new TV stations, all affiliated with AM members, at $10 a month merely amounts to "signing coupons." The TV stations pay $10 a month until Jan. 1, with NAB's board to set up permanent fees when it meets in November. Video-only stations pay $125 per month dues to NAB. At present, 32 of the 78 television broadcast stations are NAB members.

The TBA dues scale is on a sliding basis, ranging from $100 to $800 per year depending on size of city. Originally TBA's dues were $1,000 a year. TBA officials believe that once stations are in the black, the association will have no trouble getting new members. At present there are 32 broadcasting members, 18 affiliates (manufacturers, etc.) and nine educational members.

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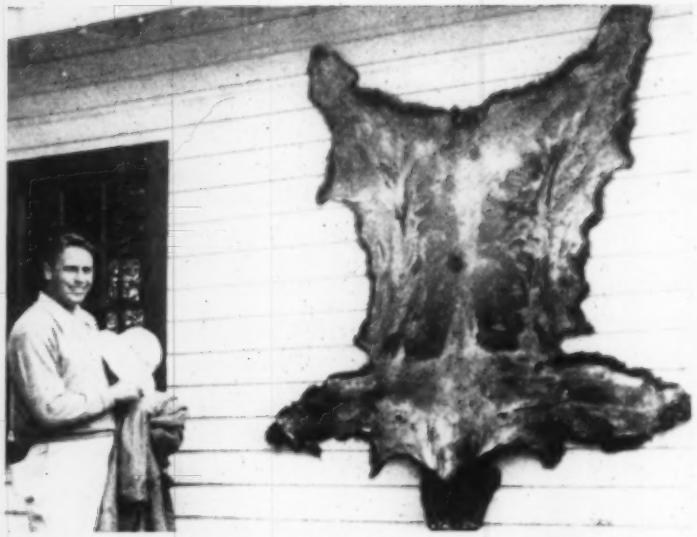
TBA's legal committee has been working 18 months on a standard TV advertising contract form, with the networks participating. It recently issued a booklet refuting the claim that TV hurts the eyes. A regular Washington report is published along with quarterly reports on industry progress.



THEY'RE CALLING him "Dead Eye Gatch" since Creighton E. Gatchell, general manager of the Guy P. Gannett Broadcasting Services (WGAN Portland, WGUY Bangor) on Aug. 31 bagged this 175 lb. black bear at the Gannett fishing camp at Moosehead Lake, Me. He felled the beast with his first shot when it prowled within a few yards of the camp.

NIELSEN

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MEASUREMENT of the audience delivered by each network broadcast in the 4,457,000 radio homes in the Pacific network area has been made on a monthly basis since May by the A. C. Nielsen Co. Nielsen Pacific ratings for May were distributed to NRI subscribers in booklet form last week.

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WOW INC. STAFF

AM-TV Changes Reported

PERSONNEL changes in radio-television operations of WOW Omaha have been announced by Lyle DeMoss, acting general manager of WOW Inc.

Soren Munkhof, veteran manager of WOW's news department, has been named director of news and special events for WOW-TV, while Harold W. Baker, newsroom rewrite man for the past eight years, becomes WOW news manager. Harold Storm, publicity manager, has shifted to the WOW-TV film department as chief. His post remains unfilled for the present.

Bill O'Halloran, continuity chief, will devote considerable time to video, and be assisted by Paul Harrington, Nebraska U. radio and journalism graduate. In addition, Glenn Flynn, chief control operator, has been placed in charge of aural technical operations, the station said.

With Good Solid Programming ... From Early Morning 'til Late At Night ...

IT'S ALWAYS Good Listening on WIOD

That, plus the enthusiasm to follow through, is the reason this station does such a whale of a selling job for you.

For All The Facts About WIOD's Leadership In Miami ... Call Our Rep ...

George P. Hollingbery Co.

WIOD

FIRST IN MIAMI

James M. LeGate, *General Manager*

5,000 WATTS • 610 KC • NBC

Miss Kay Xcell Says:

For complete coverage of the Pacific Northwest
with a single contract use Pacific Northwest Broadcasters

XUM

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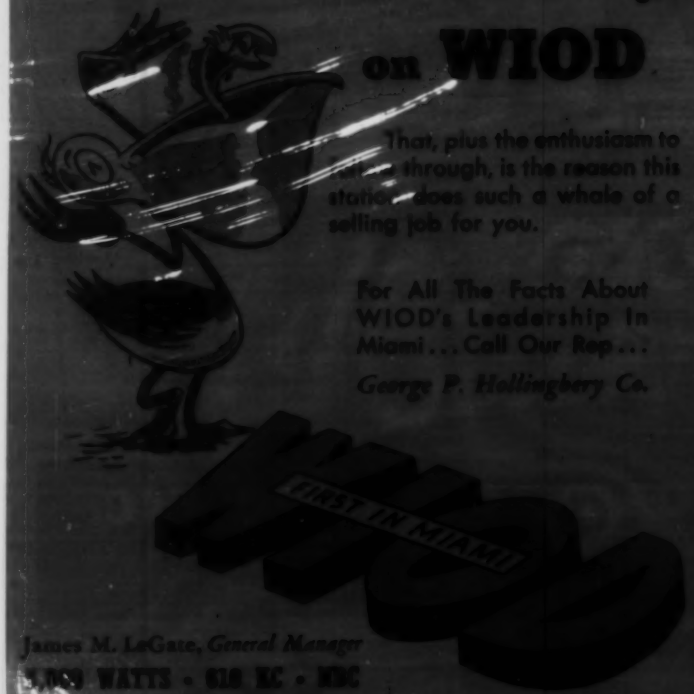

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WASHINGTON
MONTANA
SEATTLE
SPOKANE
GREAT FALLS
MISSOULA
ELLENSBURG
IDAHO
HELENA
BUTTE
BOZEMAN
PORTLAND
OREGON
MERCHANDISABLE AREA
BONUS LISTENING AREA
SERVING 3,835,800 PEOPLE

"SWAN SOAP SALES INCREASE 50%"
"A REALLY GREAT JOB!"
"SALES INCREASE, 50%!"
"SHOWED A 25% INCREASE!"
"RETAIL SALES UP 30%!"
"50% INCREASED DISTRIBUTION!"
Gold Seal Company
Centennial Flouring Mills Co.
UTAH IDAHO SUGAR CO
THE CITY COLLEGE OF NEW YORK
Honorable Mention
FARMING FOR PROFIT
THE CITY COLLEGE OF NEW YORK
Award of Merit
EXCERPTS FROM THE MARCH OF HISTORY
Billboard
Award
RADIO PROMOTION
ALL STATIONS
FOR FIRST PLACE
Billboard
Award
PACIFIC NORTHWEST BROADCASTERS
FOR FIRST PLACE
PUBLIC SERVICE PROMOTION
1948
the pacific northwest broadcasters

LA. ASSN.

Elects Lanford at Meeting In Shreveport

T. B. LANFORD of KRMD Shreveport was elected president of the Louisiana Assn. of Broadcasters for the coming year at its annual meeting held fortnight ago in the new studios of KTBS Shreveport, NBC affiliate. Mr. Lanford succeeds Roy Dabadie of WJBO Baton Rouge.

A series of all-day sessions were attended by more than 40 station executives on Aug. 27. Legal problems confronting broadcasters were highlighted in an address by Francis Edwards, KTBS attorney, after the group was welcomed by Shreveport Mayor Clyde E. Fant. Report on NAB activities was given by W. H. Slavick of WMC Memphis, NAB Board Director from the Sixth District comprising Louisiana, Arkansas, Mississippi and Tennessee.

Later in the day reports were presented to the group by Mr. Dabadie and outgoing Secretary-Treasurer Paul Goldman of KSYL Alexandria. Talk on the role of broadcasters in selling to their communities by Graydon F. Smart, president of Shreveport Advertising Club was followed by Ted Fontelieu of WSMB New Orleans, who outlined pointers on looking for hidden advertising.

Rounding off the program were speakers Dierrell Ham of KANE New Iberia on major hurdles in radio advertising and Charles L. Planchard of KWCJ Natchitoches on securing public acceptance of both advertising and public service media. Entertainment included a cocktail party and dinner at Shreveport's Washington-Youree Hotel.

In addition to Mr. Lanford the new officers of LAB elected were: I. K. Corkern Jr., of WIKC Bogalusa, Vice-President; and Robert W. Drumm, of KNOE Monroe, Secretary-Treasurer.

BRIEFING newly elected President of LAB, T. B. Lanford (l) of KRMD Shreveport, La., is Roy Dabadie of WJBO Baton Rouge, retiring president, at the organization's annual meeting Aug. 27 held in the new studios of KTBS Shreveport.

KWRZ PROTESTS

Deletion Order by FCC

UNJUST and unlawful penalty is inflicted upon licensee, KWRZ Flagstaff, Ariz., has told FCC in reply to Commission action deleting station effective Sept. 15 for alleged transfer without approval [BROADCASTING, Aug. 22].

KWRZ asked opportunity to submit affidavits as to the facts and requested that the deletion order be set aside permanently, or suspended temporarily and revocation hearing designated.

James L. Stapleton, Duard K. Nowlin and Jesse M. Neil Jr., KWRZ owners, held they were unlawfully being deprived of property, that they had received no notice of FCC's action or had they been questioned for their version. Group said the sworn transfer pact was on file at FCC and that it showed the station would be sold upon FCC approval for $17,500-plus to Agnes Irene McGillvra and Selwyn Homer Kirby, who in the meantime were to co-manage KWRZ under licensee's supervision.

The petition said FCC overlooked this when acting upon "precipitous" assumptions drawn from an unsworn letter by Mrs. McGillvra which asked for advice on the situation.

CAMELS RENEWS

Two CBS Net Programs

R. J. REYNOLDS Tobacco Co. (Camel Cigarettes), through its agency, William Esty Co. Inc., both New York, has renewed two CBS network programs for 52 weeks.

Bob Hawk Show, aired Monday, 10:30-11 p.m., is renewed effective Oct. 3 and *Vaughn Monroe Show*, broadcast Saturday, 7:30-8 p.m., is renewed effective Oct. 1.

FRANK MORRISON

N. Y. Ad Dean Succumbs

FRANK E. MORRISON, 85, described by many as the dean of New York advertising men, died Friday, Sept. 2, at his Brooklyn home.

Mr. Morrison, who had been in retirement during recent years, was at one time with Charles Austin Bates, The Advertising Federation, and *Success* magazine. Traditional host at Advertising Club of New York functions, he organized the group to supersede the Advertising Men's League, of which he was a charter member.

Surviving Mr. Morrison is his widow, Mrs. Joseph Taylor Morrison.

HADASSAH

Launches Radio Shows

FIRST LARGE scale radio venture by Hadassah, the Women's Zionist organization of America, has been unleashed this month highlighting six dramatic radio shows pointing up the organization's activities in Israel. With Norman Rose as narrator, the transcribed shows portray Hadassah's hospital and medical work, the Hebrew-Hadassah Medical School, child immigration service and other activities.

The producer's aim, by wide use of independent and network stations, is to take Hadassah's story of healing and social welfare to millions of listeners. Authoring individual scripts are radio writers Milton Robertson, former United Jewish Appeal radio director; Theodore Ward, Guggenheim fellow in 1948 for playwrighting; Ernest Kinoy, NBC writer for *Eternal Light;* Carl Green, Peabody Award winner and Florine Robinson, production supervisor for Hadassah. Jack Kurney, NBC producer, directs all six shows, starring, among others, Donald Buka, Adelaide Klein, Mary Patten, Butch Cavell, Stephan Schnabel and Joe DeSantis.

DURING four-day Rusk County Fair, all major local programs of WLDY Ladysmith, Wis., originated from station's special booth at fair.

see
CENTERSPREAD
this issue
•
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

In Birmingham
ALABAMA
WSGN
AM 610 KC
FM 93.7 MC
MORE PEOPLE
Listen More!
Ask for latest Conlan report.
See how WSGN delivers more.
Represented Nationally
by Headley-Reed

XUM

"VIC" DIEHM says:

IT TAKES ALL KINDS of HEADS to keep the Sponsor Happy at WAZL

BLONDES

'KITTY' 'SHIRLEY'

BRUNETTES

'EVE' 'JEAN'

REDHEADS

'MARIE' 'STASIA'

and NUDES!

for further Enlightenment write to Vic Diehm c/o

WAZL

HAZLETON, PENNA.

AAAA PLANS

Four Fall Meets Scheduled

AMERICAN Assn. of Advertising Agencies has announced its general plans for four scheduled fall regional conventions.

Members of the group in the New York, New England and Atlantic councils will convene at the AAAA Eastern annual conference, to be held Oct. 4 and 5 at New York's Hotel Roosevelt. Ray Vir Den, of Lennen & Mitchell Inc., New York, chairman of the New York Council, is making arrangements.

The AAAA Central Council annual meeting will be held Oct. 14 at the Hotel Drake, Chicago. Earle Ludgin of Earle Ludgin & Co., Chicago, council chairman, is in charge of program plans.

The Pacific Council annual meeting will be held Oct. 16, 17 and 18 at Arrowhead Hot Springs Hotel, San Bernardino, Calif. C. Burt Oliver, of Foote, Cone & Belding, Hollywood, council chairman, is in charge of arrangements.

Ralph L. Wolfe, of Wolfe-Jickling-Conkey Inc., Detroit, will head program plans for the Michigan Council Fall meeting, to be held Nov. 3 at Detroit's Hotel Statler.

AMATEUR RADIO

Council Backs FCC Plan

NATIONAL Amateur Radio Council Inc. has filed petition with FCC supporting the Commission's proposal to outline long-range plans for development of the amateur radio services. NARC's stand is opposite to that of American Radio Relay League which charged such government planning would "stifle initiative" [BROADCASTING, Aug. 15].

FCC has called an informal conference Oct. 10 on its proposals to amend the rules governing amateur radio operations. The proposals were announced last April. NARC said it "endorses in principle the general objectives of the rules" and agrees with the Commission "that the Amateur Radio Service would very much benefit from, and needs, a new overall plan or blueprint to provide scope and direction for the immediate and long range development of the service." Modifications were suggested on several minor technical points.

MAYORALTY RACE

Newbold Morris Uses Radio

FIRST use of radio in the 1949 mayoralty campaign in New York City was made Wednesday evening, when the citizens committee for Newbold Morris sponsored half-hour broadcast 7-7:30 p.m. on six stations — WJZ WQXR WMC WINS WEVD WFDR (FM).

Broadcast from a meeting at the Astor Hotel, program featured Raymond Massey, actor, and Lucia Albanese, opera star, as well as Mr. Morris, Republican-Liberal candidate for mayor. Program was placed by Furman & Feiner.

Pryor on AAAA Panel

ARTHUR PRYOR Jr., vice president in charge of radio and television at BBDO, New York, has been named to head the radio and television panel, one of nine such sessions scheduled for the annual eastern conference of the American Assn. of Advertising Agencies [BROADCASTING, Sept. 5]. The AAAA meetings will be held Oct. 4-5 at the Hotel Roosevelt, New York.

SEATTLE SITE

Of Western Radio-TV Meet

THIRD annual conference of the Western Radio-Television Conference will be held in Seattle, March 3-4, according to Edwin H. Adams, of U. of Washington and conference chairman for the 1950 meeting. The location is designed to conform to present plans for the conference to meet in radio centers in the West. Both 1948-49 meetings were held in San Francisco.

Program details, Mr. Adams said, are still being worked on but the general theme of the meeting and an outline of sessions will be announced soon. Mr. Adams appointed the following committee to organize and carry out details: William Ladd, U. of Washington, program chairman; David Crockett, KING program director, housing; George Dean, KOMO public relations director, finance; Milo Ryan, KIRO promotion, publicity. Chairman Adams said he would bolster the group with other representatives of the industry and education as organization activity increases.

The Conference was organized in 1947 on the West Coast in the development of radio use in the public interest.

HANDSOME!

Says TGW of Its Announcers

WHEN it comes to announcers, La Voz de Guatemala (TGW. TGWA), Guatemala City, Guatemala, says it is ready to meet all comers. Claiming the largest regular staff in Central America, La Voz de Guatemala has eight smiling "blib-dodgers."

Proof of its—and the announcers'—popularity, says the station, is indicated by the 56% of first-

LA VOZ DE GUATEMALA'S announcing staff (clockwise): Victor Chavez (front, middle), librarian, Octavio Paiz, Antonio Almorza, Jose Flamenco y Cotero, Jose Luis Contreras, Otto Rene Mansilla, Marco Tulio Illescas, Guillermo Lorentzen and German Bayer.

* * *

place votes that La Voz de Guatemala got in a recent national poll.

The station is represented in the U. S. and Canada by Pan American Broadcasting Co., international station representative.

ECUADOR'S national network, La Cadena Azul, worked 74-hour schedule during country's recent earthquake. All seven stations remained on air despite damages to studios and technical equipment.

IF YOU HAVE A SPOT RADIO PROBLEM

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Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

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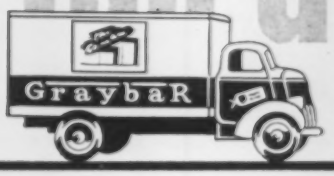

dependable, convenient, helpful GraybaR

And we do mean *everything*. For Graybar can provide not only the whole gamut of equipment — *from mike to antenna* — for building or maintaining an entire AM or FM station; Graybar also is your best source of everything for *wiring, ventilating, signaling, and lighting* . . . for your entire structure and grounds!

Graybar is a *dependable* source. We've been serving broadcasters ever since 1925. We know the business. We have the nation's outstanding lines of equipment. Our supply service has expanded steadily and rapidly to the all-inclusive operation it is today. Like broadcasting service itself, Graybar service tomorrow will be even greater and better.

Graybar is a *convenient* source. No matter where you are in the U. S. A., one of our more than 100 offices (with warehouses) is near-by.

Graybar is a *helpful* source. Our Broadcast Equipment Representatives are well qualified to assist with technical recommendations. And our business philosophy of extra service to every customer is reinforced by the fact that Graybar is owned entirely by its operating and retired personnel.

Why not discuss *your* needs with the nearest Graybar Representative? *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 4507

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1) (See key to numbers below)
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Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9, 19)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2, 18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:

(1) Western Electric; (2) General Electric; (3) Whitney Blake; (4) General Radio; (5) Karp Metal; (6) Hugh Lyons; (7) Meletron; (8) Hubbell; (9) Presto; (10) Weston; (11) Blaw-Knox; (12) Crouse-Hinds; (13) Communication Products; (14) General Cable; (15) National Electric Products; (16) Triangle; (17) Bryant; (18) Machlett; (19) Ampex

In the list of Graybar locations below, the names and phone numbers of Graybar Broadcast Equipment Representatives in key cities are included:

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San Francisco—K. G. Morrison Market 1-5131
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Denver
CONNECTICUT
Hartford
New Haven
DELAWARE
Wilmington

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Washington
FLORIDA
Jacksonville—W. C. Winfree Jacksonville 5-7180
Miami
Orlando
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GEORGIA
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ILLINOIS
Chicago—E. H. Taylor Canal 4104
Peoria
INDIANA
Evansville
Hammond
Indianapolis

IOWA
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Des Moines
KANSAS
Wichita
KENTUCKY
Louisville
LOUISIANA
New Orleans
Shreveport
MAINE
Portland
MARYLAND
Baltimore
MASSACHUSETTS
Boston—J. P. Lynch Kenmore 6-4567
Springfield
Worcester
MICHIGAN
Detroit—P. L. Gundy Temple 1-5500
Flint
Grand Rapids
Lansing

MINNESOTA
Duluth
Minneapolis—W. G. Pree Geneva 1621
St. Paul
MISSISSIPPI
Jackson
MISSOURI
Kansas City—R. B. Uhrig Baltimore 1644
St. Louis—J. P. Lenkerd Newstead 4700
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Butte
NEBRASKA
Omaha
NEW HAMPSHIRE
Manchester
NEW JERSEY
Newark
NEW YORK
Albany
Binghamton
Buffalo
Jamestown
New York—F. C. Sweeney Watkins 4-3000
Rochester
Syracuse

NORTH CAROLINA
Asheville
Charlotte
Durham
Winston-Salem
OHIO
Akron
Cincinnati—J. R. Thompson Main 0600
Cleveland—W. S. Rockwell Cherry 1360
Columbus
Dayton
Toledo
Youngstown
OKLAHOMA
Oklahoma City
Tulsa
OREGON
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Allentown
Harrisburg
Philadelphia—G. I. Jones Walnut 2-5405
Pittsburgh—R. F. Grossett Court 4000
Reading
RHODE ISLAND
Providence
SOUTH CAROLINA
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SOUTH DAKOTA
Aberdeen
TENNESSEE
Bristol
Chattanooga
Knoxville
Memphis
Nashville
TEXAS
Amarillo
Austin
Beaumont
Corpus Christi
Dallas—C. C. Ross Central 6454
Ft. Worth
Houston
San Antonio
UTAH
Salt Lake City
VIRGINIA
Norfolk
Richmond—E. C. Toms Richmond 7-3491
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FIFTY THOUSAND WATTS OF SELLING POWER

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XUM

Editorial

Radio's Cost of Living

NO BROADCAST problem is closer, or more critical, to management than cost of operation. With the steady soaring of overhead all the way from the office boy's salary to the price of heavy equipment, the manager has found it increasingly difficult since the end of the war to keep gross receipts rising in proportion.

Intelligent study of station costs, based on comparisons with other stations of similar size and geographical situation, is now possible thanks to figures coming out of the calculating machines at NAB. There Richard P. Doherty is turning out economic studies showing just where the industry's operating dollars are going. Initial reports on these results were made at the first of the series of NAB district meetings at Cincinnati last week.

A nationally known economist as well as labor expert, Mr. Doherty will report on every phase of station operation. Figures tell graphically where operating dollars are going and what the station operator is getting for his money.

This penetrating analysis shows the extent to which the labor pendlum has swung in radio, as it has in other fields. It shows that the ceiling, or something approaching it, has been reached, if radio is to earn a reasonable return on invested capital—the underlying thesis of our free enterprise system.

Several of the unions in radio appear to recognize this situation and the decline in living costs in their current negotiations.

These breakdowns demonstrate clearly the extent to which employer and employe must work together, for it is a two-way street. They should prove immensely useful in resolving such issues.

It is recognized also that there can be no ceiling on initiative and enterprise—and there never has been in the radio arts.

Cloud Over NARBA

MEXICO'S DEFECTION increases the responsibility upon the other nations represented at the NARBA treaty conference which opens in Montreal tomorrow (Tuesday). The job now is more than establishment of an equitable plan for use of the AM spectrum in North America. It is also to find a way to make that plan work, despite the Mexican boycott on negotiations.

It is regrettable that Mexico chose to sit this one out. The move seems purely tactical, to improve Mexico's bargaining position at some later date. Let the delegates therefore not forget, in working out national priorities, that one day they doubtlessly will be faced—singly, perhaps—by an offer of "terms" from Mexico. Let them prepare against that day.

We have faith that the U.S. delegation, under FCC Comr. Rosel H. Hyde and Ambassador Fletcher Warren, will rest its negotiations on fairness. It also is committed to firmness. We would remind the delegates, that, early in the preparations for the conference, broadcasting spokesmen warned that it would be better to have no treaty than one which gave valuable U.S. rights away. Fairness works both ways and should not be confused with charity.

What's in That Name?

"It would defy all the laws of logic to ban giveaways. The name 'giveaway' refutes all arguments relating to gambling."

This very interesting argument does not emanate from any of the protagonists in the FCC's anti-lottery proceeding. It was made in a letter to the editor of the *Washington Post* from an Old Subscriber, one L. Hartley of Alexandria, Va.

Continues Reader Hartley:

"If it isn't legal to give, what is legal? * * * Some laws sanction horse racing, which in truth is nothing but a cover for gambling.

"Radio listeners would be out of luck if it were not for sponsors who use the radio to advertise their products. Ban the big advertisers and the radio stations would have to fold up their tents and silently steal away. Viva giveaways!"

Let the FCC take heed. Here is the voice of the little man, not of the tycoons or their high-powered attorneys.

Mr. Hartley's perfectly reasonable definition causes us to wonder whether giveaway winners haven't been over-charged by the tax-collector. Gifts, up to $3,000 per year to an individual, are not taxable. If that holds aren't some refunds due?

Listenin', John Bull?

GREAT BRITAIN is in another financial crisis. Its top ministers are meeting with our Secretaries of State and Treasury to negotiate more American dollars and longer credit.

Intricate trade balance matters, and lack of American dollars to buy American goods are involved. Britain is looking for ways of increasing its productivity and home consumption. Ours is a dynamic economy; theirs a declining one.

All this high international financing may be remote from radio. We do not profess to know the answers.

But there may be a radio lesson tucked away in Britain's money headache. Britain has always had state-controlled, non-commercial radio. It has proselyted the world-over in favor of the "British Plan," as opposed to the American Plan of free competitive radio. It has spent many American-borrowed dollars in its unrelenting efforts to BBC-ize Europe, its dominions and even Latin America.

How better to move goods for domestic consumption than to promote them by radio? Britons do not prefer BBC radio. They listen to American-made programs over Radio Luxembourg and other continental transmitters using our transcriptions. [See *Open Mike*, Aug. 29.]

If British programs, like American programs, were sponsored, they would be good. Britain then would sell more goods.

U. S. stations and networks created more than 14½ billion listener impressions, representing an estimated $15 million in time and talent, through campaigns initiated by the Advertising Council, in the year ending last March. These were for all kinds of public service campaigns—campaigns that sold the American economy and sold goods.

The British government now has a commission studying the BBC to determine whether the state monopoly system, underwritten by a $4 annual license fee on receivers, should be continued. That has been done periodically, and the answer always has been the same—BBC's career bureaucrats have prevailed.

This is no job for a commission. It's a job for Bevin and Cripps, who are here now putting the bite on Uncle Sam.

Are you listening, John Bull?

Our Respects To —

ROBIN DALE COMPTON

IF THE many varied talents and gifts of Robin Dale Compton were laid end to end, they would embrace the whole periphery of electronics—on land, on sea and in the air—from "bearmugs" or handi-talkies to aerial TV transmission, with television and FM sandwiched between.

For such is breadth of background behind the chief engineer of Bamberger's WOIC (TV) Washington, D. C. For Mr. Compton has enjoyed over 20 years of experience ranging from short relief roles at midwestern stations to invaluable TV stints at NBC in the days when television was "still around the corner." He numbers O. B. Hanson, NBC vice president; Maj. E. H. Armstrong, FM inventor, and others among his close working associates.

August held special significance for Mr. Compton for it bridged a 12-year period during which he played a typical role in technical growth and development of television. It was in August 1936 that an NBC-RCA TV committee decided to schedule a regular series of test programs. That series of transmissions was to bring the medium within range of that well-defined "corner." Following month, programs were aired nightly for observation on field receivers.

In August 1948—12 years later— Mr. Compton resigned private practice to aid in setting up WOIC.

With respect to TV's commercial development, Mr. Compton has long held no brief with the industry's more ardent optimists who predicted its success by 1950. An enthusiast who takes TV with a grain of caution, he feels that the television picture is like a vast jigsaw puzzle; its economic stability will be assured only when all the pieces properly complement each other. He believes the same holds true for FM and Stratovision. FM will come along as a natural sound development until it replaces AM broadcasting—but slowly, he cautions.

Robin Compton was born Nov. 15, 1907, in Mankato, Kan., and attended grammar school there and at Courtland. "In the early part of the second grade I decided that I wanted to be in radio and silly as it may seem I have never done anything else," he recalls.

There wre digressions: A truck garden (he farmed before he ever started school) took up much of his time and he also tended bees. (He once made a deal and came home with swarms of bees whose honey he sold for 35¢ a pound). The bees and a paper route kept him "well-financed" during World War I, he says.

When his eldest brother joined the Army

(Continued on page 74)

The lonely wail of the prairie dog and the screech of big city taxi... the farmer who is up at 5:00 and the salesman on the 7:42 for the office... 13,000,000 New Yorkers or cattle herders of the western plains, we're Americans all with a love for what is truly our own.

That's why right here in big New York, American folk music—hillbilly if you prefer—enjoys a popularity equal to that on the prairie from which it came.

That's why Prairie Stars, presented on WOV by Rosalie Allen, sweetheart of the prairie, has built and holds one of the most loyal responsive audiences (64% of whom are women) in all of radio.

For maximum results at minimum cost—for listeners who buy—for a program that sells—for product loyalty—for proven sales results, buy Prairie Stars, broadcast nightly at nine.

Ask to see the recently completed Prairie Stars Audience Audit. It's the facts on who is listening to...

PRAIRIE STARS

a WOV feature
presented by
ROSALIE ALLEN

WOV

NEW YORK

RALPH N. WEIL, Gen. Mgr.
The Bolling Company, National Representatives

Management

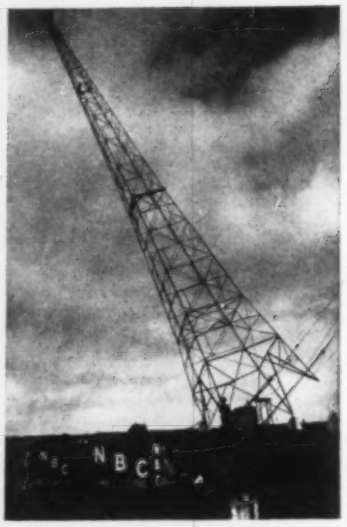
JOE ALLISON appointed general manager of KPAB Laredo, Tex.

RALPH HENRY, program director and assistant manager of KVER Albuquerque, N. M. from 1947-48, returns to station as assistant manager. He previously had been with WBLK Clarksburg, W. Va.

LESLIE P. WARE appointed station director for KXLW KXLW-FM Clayton, Mo. He has been associated with St. Louis County Broadcasting Co., owner of stations, since 1945, as commercial manager and executive director.

VIC DIEHM, general manager and part owner of WAZL WAZL-FM Hazleton, Pa., starts fourth consecutive year as president of Hazleton Chamber of Commerce.

B. GEORGE BARBER Jr. resigns as manager of WJAY Mullins, S. C. Future plans have not yet been announced.



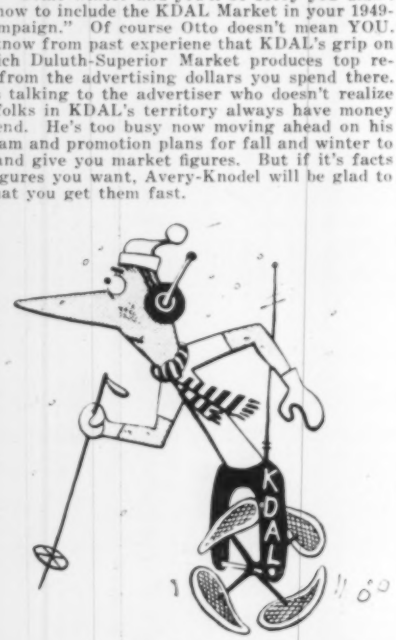
SPOT description of a station felling one of its own antenna towers was piped to listeners of KNBC San Francisco from Belmont, Calif. Station's remote unit (foreground) aired broadcast as the giant tower began to topple. Tower, one of two structures, was torn down to be replaced by a 550-ft vertical radiator antenna now under construction.

Gene Williams Ill

GENE WILLIAMS, vice president of Broadcasting Corp. of America, which owns and operates KPRO Riverside, Calif., suffered a heart attack while on a recent vacation trip in the Midwest. Mr. Williams is at present confined in Blessings Hospital, Quincy, Ill. His condition is reported favorable and he is expected to be released shortly. When his health permits, he will fly back to the West Coast.

OLD CAMPAIGNER

DULUTH, MINN.—"Don't say I didn't warn ya," righteously says Otto Mattick as he makes like 'Baby, It's Cold Outside.' "Come winter and you'll be sorry you didn't plan now to include the KDAL Market in your 1949-50 campaign." Of course Otto doesn't mean YOU. You know from past experiene that KDAL's grip on the rich Duluth-Superior Market produces top results from the advertising dollars you spend there. Otto's talking to the advertiser who doesn't realize that folks in KDAL's territory always have money to spend. He's too busy now moving ahead on his program and promotion plans for fall and winter to stop and give you market figures. But if it's facts and figures you want, Avery-Knodel will be glad to see that you get them fast.



Ask Avery-Knodel, "What's the KDAL Story?" Then, when you've digested it, we'll be looking for your order.

RCA VICTOR *Takes Over NBC's Thesaurus And Syndicated Programs*

J. G. WILSON, executive vice president in charge of the RCA Victor Division, Sept. 2 announced the transfer of the operations and personnel of NBC's Thesaurus Musical Program Service and Syndicated Programs to RCA Victor.

The operations will be integrated into RCA Victor custom record division and will henceforth be known as the RCA Recorded Program Services. The transfer will enable RCA Victor to offer to radio stations a complete and all-encompassing program service, staffed by specialists completely familiar with all phases of radio station program requirements.

"Established in 1935, Thesaurus has long been a leader in the musical program library field," Mr. Wilson pointed out. "Thesaurus combined with the large catalogue of Syndicated Programs have constituted the most comprehensive program service available to radio stations and local and regional advertisers. With the transfer of these operations to RCA Victor's Record Department, the new Recorded Program Services will add to its reservoir of top musical talent artists currently represented on the RCA Victor label for Thesaurus and Syndicated programming. This will enhance immeasurably the value of RCA Recorded Program Services to its present and future clients."

Donald J. Mercer, director of NBC's Radio Recording Division, will head RCA Recorded Program Services, reporting to James P. Davis, manager of RCA Victor's Custom Record Department.

Herbert H. Wood, who has been program manager of the NBC Radio Recording Division, becomes program manager for RCA Recorded Program Services, and will work closely with Joseph G. Csida, manager of RCA Victor's Popular Artists and Repertoire Department.

Key personnel in the NBC organization who will move to RCA Recorded Program Services in its new headquarters at 120 East 23rd St. include Wade Barnes, sales manager, and Bennett Rosner, promotion manager. Regional sales representation will continue as formerly with Addison Amor handling the eastern territory, William Reilly the midwest from RCA Victor's Chicago studios, and William Gartland the west coast from RCA Victor's Hollywood offices.

NBC will continue to offer studios and facilities for commercial recording in New York, Chicago and Hollywood. Charles J. Hicks Jr. manages this operation in New York, Scott Keck in Chicago and A. M. Wooley in Hollywood.

Old School Tie

WHEN WOW Omaha, Neb., announcers wander off to competitive stations, they frequently get bitten by the old nostalgia bug. Such was the case when Gaylord Avery, now on CBS outlet, KFAB Omaha, made an announcement not called for. For making it, KFAB General Manager Harry Burke sent Lyle DeMoss, acting WOW manager, a notarized "affidavit of performance" and a station billing for $20. Mr. DeMoss had sent Announcer Avery a telegram of congratulations and thanks. The announcement? "This is WOW Omaha . . . etc."

AIMS MEETS

Fall Session Sept. 21-22

ASSOCIATION of Independent Metropolitan Stations, with more than 30 members, will hold its Fall meeting Sept. 21-22 at Stevens Hotel, Chicago. Independent stations in cities of more than 100,000 population will be represented.

Session will pass on several membership applications, discuss group promotion and sales projects and exchange select program features produced by members.

Advance list of AIMS members planning to attend includes Patt McDonald, WHHM Memphis, Tenn.; Ben Strouse, WWDC Washington; Hugh Feltis, KING Seattle; Bob Venn, WMIE Miami, Fla.; Steve Cisler, WKYW Louisville; Sherman Marshall, WOLF Syracuse, N. Y.; Roy Albertson, WBNY Buffalo; John Englebrecht, WIKY Evansville, Ind.; Al Meyer, KMYR Denver; Frank Devaney, WMIN St. Paul, Minn.; Ralph Stufflebam, KSTL St. Louis; John Hurley, WNEB Worcester, Mass.; Pete Schloss, WWSW Pittsburgh; Elroy McCaw, KPOA Honolulu, T. H.; Gene Kelly, WXLW Indianapolis; Charles Balthrope, KITE San Antonio.

Also, Cole Wylie, KREM Spokane; Jerry Sill, WMIL Milwaukee, and Dave Baylor, WJMO Cleveland.

RAY GREEN DIES

Began Kermit-Raymond Co.

RAY GREEN, executive vice president of Transcription Broadcasting System, New York, died Aug. 31 at his Mahopac, Westchester home, of automobile accident injuries (Aug. 25) complicated by heart disease. He was 35 years old.

Mr. Green 12 years ago founded Kermit-Raymond Co., a transcription service, which was superseded last February by TBS, producers of transcribed shows on a network basis.

He is survived by his wife, Wilma, and a daughter, Gail, 5 and a son, Harvey, 13.

How's Business

(Continued from page 24)

also showed slight gains.

The market for food increased slightly at the end of August with total volume remaining at about the same level as last year. Total retail volume was down, according to Dun & Bradstreet, and was estimated to be from 4 to 8% below a year ago.

Wholesale trade has again picked up as retailers anticipate the fall season. Re-orders are becoming more numerous as merchants find they have underestimated demand or been misled by stories of how bad their business is. Although total dollar volume of all wholesale orders continues slightly below that of last year, the number of buyers in wholesale markets is reported to be on the increase.

Retailers are increasing food purchases slightly with meat and frozen foods coming more into demand. Textiles reportedly are remaining in large demand and furniture and household goods have risen slightly although remaining below the level of a year ago.

Increase in Demand

With an increase in demand, industrial production rose at the end of August—although it remained slightly below last year's high level. Steel ingot production reportedly is up to 84.8% of capacity and automobile production dropped slightly at the end of August. Despite the drop, automotive production still is far above last year's level.

With production and employment holding a fairly steady pace —although slightly below last year's level—let's take a look at the price situation as it stood at the end of August. Average primary market prices had advanced 0.3% in the week ended Aug. 30 with the index standing at 152.4% of the 1926 average. These Bureau of Labor Statistics figures show a drop of 0.1% below four weeks ago and 9.8% below the same period in 1948.

The general movement of prices on organized exchanges during the period was upward with the exception of hogs, cotton, cottonseed oil and cocoa beans. Grain prices advanced for winter and spring wheat, corn and barley. Steel scrap was up on the Philadelphia market to $20 a ton. Livestock prices were mixed with hog prices declining slightly and steers up to $26.88—the highest price since early January. Another commodity which advanced in price was coffee—going to 28.8 cents a pound, a new post-war high.

Construction Advances

Construction in August advanced in value, gaining 3% over revised July totals. Despite the increase, construction followed the general trend and was 2% under the total for August of last year. All types of construction advanced seasonally in August, the Dept. of Commerce reports, except private non-residential building and some types of utility construction. Private non-farm building was 2% above the revised estimate of $650 million for July. As a result of the continued decline in industrial and commercial building, private non-residential building was off 2%.

* * *

AFTER a slow summer in which most advertisers were rather uncertain as to just what to expect, the fall season can be contemplated in a better light. Except for a few scattered markets —where business is affected primarily by local conditions—business is good. Although not at the height of the peak war years, our economy remains well above the post-war level. Business is a long way from being so tough that a smart businessman has to close his shop—or a good time salesman is hard put to make a sale. Radio can well take a cue from many of our large industrial organizations by going out of its way to get and train good salesmen. The business is there for the selling.

WHOLESALE PRICE INDEX FOR WEEK ENDED AUGUST 30, 1949[1]
(1926 = 100)

Commodity Group	Aug. 30 1949	Aug. 23 1949	Aug. 16 1949	Aug. 2 1949	Aug. 31 1948	Percent change to Aug. 30, 1949 from: Aug. 23	Aug. 2	Aug. 31 1948
ALL COMMODITIES	152.4	151.9	151.9	152.6	168.9	+0.3	—0.1	— 9.8
Farm Products	161.6	159.8	160.1	164.3	188.5	+1.1	—1.6	—14.3
Foods	161.9	161.3	161.0	160.6	187.7	+0.4	+0.8	—13.7
All Commodities Other Than Farm & Foods	144.9	144.9	144.9	144.9	153.4	0	0	— 5.5
Textile Products	140.1	139.7	139.0	139.5	148.7	+0.3	+0.4	— 5.8
Fuel & Lighting Mat	130.0	130.0	130.0	130.2	136.7	0	—0.2	— 4.9
Metals & Metal Products	167.9	167.9	167.9	167.9	171.9	0	0	— 2.3
Building Materials	188.8	189.6	190.1	190.0	204.5	—0.4	—0.6	— 7.7
All Other[2]	124.2	124.0	124.1	124.0	135.0	+0.2	+0.2	— 8.0
SPECIAL INDEXES[3]								
Grains	152.9	149.1	146.6	152.6	181.4	+2.5	+0.2	—15.7
Livestock	206.6	203.4	204.6	210.5	269.3	+1.6	—1.9	—23.3
Meats	225.7	224.8	224.4	222.2	273.6	+0.4	+1.6	—17.5
Hides & Skins	194.3	191.0	189.5	184.9	213.1	+1.7	+5.1	— 8.8

[1] These weekly indexes (other than the special indexes) are based on a sample of about one-eighth of the commodities included in the monthly comprehensive index.
[2] Includes hides and leather products, chemicals and allied products, house-furnishing goods, and miscellaneous commodities.
[3] These special subgroup indexes, which are computed independently of the weekly index series, are based on the same coverage of commodities as in the monthly comprehensive index.

MAL BOYD ADDS

New Office in New York

MAL BOYD, president, Television Producers Assn. of Hollywood and personal representative of Buddy Rogers and Mary Pickford, will open New York headquarters in conjunction with Gainsborough Assoc., who will work with him in producing and publicizing the radio and video programs of these stars.

Mr. Rogers this week will begin taping programs for his new radio series, which is to start Sept. 19 as a morning half-hour series on ABC, Monday through Friday, 11:30 a.m. to 12 noon. Miss Pickford also is planning a radio series which is being discussed with both ABC and CBS. Mr. Boyd will maintain his Hollywood office in addition to his new location in New York.

WSIL Shamokin, Pa., has made quarter hour of radio time available to every candidate for office of City Commissioner.

PETRY PLANS

To Be Outlined Wednesday

PLANS of Edward Petry & Co. for the sale and promotion of radio and television time during the coming year and beyond will be outlined Wednesday by Edward Petry, president, at a meeting of managers of the AM and TV stations represented by the Petry firm.

Some 40 top station executives are expected to attend the one-day meeting, reportedly the largest ever held by a station representative. Session will convene at New York's Waldorf-Astoria Hotel at 10 a.m. Following the all-day business meeting, the group will have dinner at the Stork Club.

UNESCO

Works Over Paris Plans

PLANS for "community action" programs and instructions for the U. S. Delegation to the UNESCO General Conference in Paris next Monday were among the topics for discussion by the U. S. National Commission for UNESCO, which was scheduled to meet in Washington, D. C. this past Friday and Saturday.

Leaders in the discussion were to include Milton S. Eisenhower, president of Kansas State College, chairman of the National Commission; George V. Allen, assistant Secretary of State for public affairs, which supervises Voice of America broadcasts; and others. NAB President Justin Miller, a vice chairman of the Commission, originally was slated to take part in the discussions, but was absent due to the NAB District meeting in Cincinnati.

Meanwhile the names of Secretary Allen and Mr. Eisenhower—along with those of Luther Evans, Martha B. Lucas and Reinhold Niebuhr—were submitted to the Senate last Wednesday as representatives of the U. S. to the General Conference. Mr. Evans is Librarian of Congress. They were referred to the Senate Foreign Relations Committee.

WPTW Piqua, Ohio, originated over 48 live broadcasts from grounds of Miami County Fair, Troy, Ohio. Station plans coverage of other fairs in its listening area.

WOC FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

WOC is the FIRST individual station . . . the *only* Quad-Cities station . . . to offer its clients *commercial copy analysis*. On request WOC's Research Department tests WOC advertisers' copy for sales effectiveness through listening ease and human interest . . . according to a proved formula developed by renowned analyst Dr. Rudolph Flesch. All WOC-written copy is so evaluated. *Another* in WOC's long list of "FIRST'S"!

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA

FREE & PETERS, INC., National Representatives

WMEX

Renewal and Transfer Favored

INITIAL decision to grant renewal of license and transfer of control to WMEX Boston was reported by FCC last Tuesday. The ruling, by Hearing Examiner James D. Cunningham, concerned investigation of WMEX ownership since 1933. It found insufficient evidence to support conclusion that certain facts were willfully withheld from the Commission.

Approval would be given to transfer of minor holdings in The Northern Corp., licensee, from John E. Reilly, Charles A. Coughlin, George Kaplan, Fred Randazzo and Allen T. Dresser to Alfred J. Pote, William S. Pote, and their sister, Antionette Iovanna. Collectively, the Pote group would gain nearly full ownership and any two of them would hold majority interest.

Minor interests would be retained by all of the transferors excepting Mr. Dresser, who retired from the station in 1948 and received the investment of his 10% interest. Consideration for transfer of the other holdings involved assumption of various obligations.

The hearing in the WMEX case, begun about a year ago, dealt with untangling the complex ownership details since the station's inception and with certain aspects of programming. These were horse race broadcasts and block time sales.

According to the initial decision, The Northern Corp. was organized in 1933 "primarily as the result of the concerted promotion efforts of Messrs. William S. and Alfred J. Pote, Allen T. Dresser and Thomas F. Driscoll each of whom, either directly or indirectly, previously had been identified with and financially interested" in WLOE Boston. WLOE was deleted by the Federal Radio Commission after license renewal was denied because the applicant was found financially unqualified. An application of William Pote for assignment to him of WLOE's facilities also was denied, the decision said.

Not Listed

The original Northern Corp. application did not list the minor holdings of the Pote group, nor those of Mr. Dresser, whose stock was in the name of Josephine M. Cunningham, because the FRC did not require it, the ruling declared. Whether, in view of the WLOE case, it was their intention to conceal their identities "are matters of speculation," the initial decision said, and the evidence is not sufficient to support such a finding.

"In any event, the Commission was officially informed more than 13 years ago that the Pote brothers, and their sister, Mrs. Iovanna, held financial interests" in WMEX, the ruling declared, pointing out that regular renewals were granted subsequent to receipt of this information.

The decision found that as result of threatened law suits and other financial difficulties which Mr. Dresser encountered in his association with the New England Co., which for a time leased WLOE, "he resolved to conceal his identity and stock ownership" in WMEX. The decision indicated that while Mr. Dresser's holdings were in the name of Miss Cunningham, the circumstances suggest strongly that "the officers, directors and stockholders . . . were aware that he was acting in his own behalf" in company affairs for some 13 years.

The decision termed "unacceptable" the explanation by WMEX officials that they did not know this until the Dresser interest was revealed to FCC in 1946. Up to this time WMEX had told the Commission all stockholders were voting their own stock, the ruling pointed out.

Details of Loan

Concerning a $100,000 loan which the Pote group secured about 1936 to finance WMEX technical and operational expansion, the decision explained that all of the stockholders "appear to have agreed to become personally obligated" to the Pote group for $87,000, their proportion of the loan. However, the decision termed "highly irregular" the provision whereby the stockholders agreed to surrender part of their stock to the Pote group in lieu of cash to pay the loan, and the failure to make these plans known to the Commission. The decision said, however, there were no facts to show that the Pote group had gained any influential control of the station through this proposal.

Entering a lengthy discussion of the Commission's responsibility and obligation to require absolute candor of applicants in all matters, the decision explained "it is not to be understood . . . that in all cases which may come before us upon the issues of the fitness and character qualifications of radio licensees, there shall be a total disregard of the program service of their stations, for we believe that a reassuring although not an infallible test of the fitness and qualifications of any licensee under suspicion of perpetrating a fraud upon the Commission is the actual performance of the station for which he has held the license over a period of years, and the public reaction to the methods and practices which he has employed in rendering service.

"The record in this proceeding firmly establishes, and the conclusion is compelling," the decision continued, that WMEX "is furnishing an outstanding public service to the Boston area, and, in this connection, there is reason to believe that the public, as such, is dependent upon this station as a local outlet." Reference was made to the extensive public service programming of the station.

In conclusion the decision stated that the "record is devoid of evidence which would reflect adversely upon the integrity or the general character and reputation of any of the persons affiliated" with WMEX. It added, "We believe these factors are such as to require that we resolve our doubts in favor of the applicant herein, and, accordingly, we are finding upon this record that the persons identified" with WMEX "did not wilfully perpetrate a deception upon the Commission which may be imputed to the licensee corporation.

No Malicious Intent

"Accordingly," the decision said, "we are disposed to attribute the misstatements of fact and other irregularities herein shown to erroneous judgment, careless practices, and a lack of sound legal advice. It is observed, in this connection, that Allen T. Dresser has become disassociated" with WMEX.

Concerning the horse race programs, which WMEX is continuing to carry without modification, the decision said the record "reveals that the amount of time . . . devoted to programs involving this subject represents not more than a reasonable portion of the total time regularly set aside for broadcasts involving all types of sports events; and there is no evidence of record to suggest the policy . . . of the station in broadcasting information concerning horse racing is designed as an aid to the gambling interests of Boston." Elsewhere the decision noted these programs do not violate any municipal, state or Federal laws.

"With respect to the issue concerning arrangements whereby blocks of the station's time were sold to individuals under brokerage arrangements," the decision declared, "it appears that such arrangements prevailed at the station for some years, but were terminated prior to the release of a Commission statement of policy which admonished radio station operations" not to employ the practice.

The decision reported that the sponsor of the horse race broadcasts, heard several times each afternoon daily except Sunday, is Armstrong Daily Sports Inc., publisher of *William Armstrong's Daily Sports*, race information sheet. Information aired includes announcement of winners, prices paid, track conditions and "other related data." It was found the

BOOMERANG!

I'm sorry I ever heard of KXOK. My life is miserable. You see, I bragged to the boss about our program's low-cost-per-Hooper point on KXOK, like you suggested, and he just grinned like a Cheshire and said: "That proves what you can do when you really try. Now go into all our markets and get as good a buy as you did on KXOK." You and I know that's tough to do . . . but how can I convince the Boss?

On-The-Spot

Dear On-The-Spot:

Your Boss situation is going to be much worse. Wait till he finds out KXOK's high Hooper position during March, 1949. When KXOK's rates are balanced with its share of audience, the combination is terrific. You and I know the base hourly rate on Station "A" is 57% higher than KXOK's, and Station "B" has a base rate 32% higher . . . yet they delivered only 15% and 2.4% more audience during March. Better not mention KXOK's powerful signal at 630 on the dial, reaches 115 counties in six states, daytime, in mid-America.

KXOK, St. Louis

630 on the dial

Basic ABC 5,000 Watts A "John Blair" station

DAN J. LODEN (1), newly appointed account executive of Van Sant, Dugdale & Co., Baltimore, confers with Robert V. Walsh, his successor as firm's radio-TV director [BROADCASTING, **Sept. 5**].

average delay between the end of a race and the broadcast is about 15 minutes, although some cases approached 30 minutes and others 4 minutes. The decision also noted that the Armstrong publication is accepted for mailing by the Post Office Dept. WMEX also carries some running description of races in that area, decision stated.

WMEX is assigned 5 kw fulltime on 1510 kc.

RADIO TOUR

Set For IAAB Representative

AN EXTENSIVE TOUR of South, Central and North American nations is being made by Lorenzo Balerio Sicco of Uraguay, a member of the Advisory Board of the Inter-American Assn. of Broadcasters, in the interests of radio amity.

His last stop will be in New York, where a meeting of the IAAB Advisory Board will be held to hear a report on his mission. The date has not been announced.

Chief purpose of the goodwill trip is to tighten the bonds between American broadcasters and establish permanent relations between the various national associations and the IAAB. In each country Mr. Balerio Sicco is discussing national and international radio problems with the broadcasters, to secure background for IAAB planning.

Countries on his itinerary include Chile, Ecuador, Paraguay, Brazil, Bolivia, Colombia, Peru, Venezuela, Panama, Honduras, Nicaragua, Costa Rica, Mexico, Haiti, Santo Domingo and the U.S.

Members of the advisory board slated to attend the New York meeting in addition to Mr. Balerio Sicco include Goar Mestre of the CMQ Network in Cuba, who is IAAB president; Gilmore N. Nunn, of the Nunn Stations; Emilio Azcarraga of Mexico, and Eneas Machado de Assis of Brazil. The following have been invited to attend as quests: Campbell Arnoux of WTAR Norfolk; Dr. Ramon Bonachea of Cuba, and Jose R. Quinones of WAPA San Juan, P.R.

NABET-CWA PLAN

Gets Favorable Response

NATIONAL Assn. of Broadcast Engineers and Technicians last week was reporting favorable response from its membership to the proposal it affiliate with the Communications Workers of America, CIO, according to Clarence Westover, NABET executive secretary.

The NABET membership, however, will not vote on the affiliation proposal until the NABET National Council meets in New York Oct. 9 and authorizes such balloting.

Meanwhile, the 18 NABET chapters and its seven sections are in process of holding meetings to discuss the proposition made public two weeks ago [BROADCASTING, Aug. 29].

Sentiment at meetings already held has been entirely favorable, said Mr. Westover.

It was said that NABET engineers and technicians were being spurred toward affiliation by two factors: first, that some managements were said not to relish the idea and second, that two rival AFL unions, IBEW and IATSE, also are adverse to the proposed affiliation.

That NABET would line up with some big organization has been a matter for speculation for some time. The independent union has been engaged in rivalry with IBEW and IATSE, particularly with the latter. The development of television intensified the rivalry.

It became known that IATSE wanted to have NABET join it. Fighting against such a development, NABET, a pigmy compared with the huge moving picture union, felt hard pressed. That it might want to affiliate with the CIO became a possibility, since it did not wish to join IATSE or IBEW which have radio and TV jurisdiction in the AFL.

What was open to NABET, therefore, were the alternatives—to join either the left wing American Communications Assn., then a non-complying CIO union under the Taft-Hartley Act because its officers had not filed non-communist affidavits, or to join the CWA, a union made up primarily of telephone and Western Electric workers and regarded as comparatively conservative. The ACA has since taken action to comply with the T-H law.

By joining the CWA, NABET will have added to its resources, the CWA treasury and the war chest of the CIO, thus making it a formidable bargainer, said Mr. Westover.

Such affiliation will cost members 50 cents per month. No complaint about the dues increase has been made, said Mr. Westover.

Upon affiliation, it is expected that NABET would keep its individuality inside the CWA, retain both its present officials and offices and be organized as a separate division of CWA.

NBC Plans

(Continued from page 25)

and said that he believed the most effective exploitation in NBC's present competitive position could be done at the station level.

"The stunts and exploitations which the individual stations do," said Mr. Eiges, "will create the excitement we need to make our publicity effective, to get the great NBC programs talked about on a local basis, and to raise the local Hoopers."

Mr. Eiges suggested a number of specific publicity and exploitation techniques which he hoped local stations would undertake.

At the meeting of affiliates and NBC executives the next day stations requested of Mr. Trammell that Messrs. Hammond and Eiges be sent on tour to conduct regional meetings of publicity and promotion managers to assist in developing the fall campaign. Mr. Trammell gave assurances that would be done. The network also was asked by affiliates to relax its restrictions concerning "cowcatcher" and "hitchhike" announcements which NBC has insisted must be contained within the body of a program. Mr. Trammell advised the stations there would be no relaxation of this long-standing rule.

AL WARNER

Joins ABC-WMAL Washington

ALBERT WARNER, WOL-Mutual commentator and veteran Washington correspondent, has joined ABC's Washington news staff and will inaugurate a series of nightly local and weekly network broadcasts beginning next month.

Mr. Warner, former president of the Radio Correspondents Gallery of Congress and now member ex-officio, will be heard from 7 to 7:15 p.m., Monday through Friday, in a commentary, *Congress Today*, over WMAL, Washington *Evening Star* outlet, beginning Oct. 3. His ABC broadcast, emanating from that ABC station, will be aired Saturday, 9:30-9:45 p.m., starting Oct. 8. The local program will be sponsored by the Bituminous Coal Institute. In addition, he will assist in the network's coverage of major Capitol events.

The new ABC commentator was heard nightly over that network during August when he substituted for vacationing Elmer Davis. He has been in radio since 1938, and is a former newspaper correspondent.

STUDIO was maintained in tent at Ohio State Fair by WRFD Worthington, Ohio for coverage of fair activities.

There's a New Bold Look in Northeastern Ohio

IT'S A **NEW LOOK** BECAUSE . . .
IT SPARKLES WITH GREATER SALES RESULTS FROM TODAY'S MORE CONSERVATIVE AD EXPENDITURES

IT'S A **BOLD LOOK** BECAUSE . . .
THE PATTERN NO LONGER CONFORMS TO OLD FASHIONED AND OUT-MODED TRADITIONS IN TIME-BUYING

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:

WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split several ways.

CHECK TAYLOR-BORROFF ABOUT . . .

. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON about the NEW BOLD look in NORTHEASTERN OHIO

(Continued from page 34)

issue of one of the top national weeklies shows that only one in three uses this medium for promotion.

2. *Direct Mail.* Sponsors have found this a good medium. Booklets and folders can easily include a reference to programs; even letterheads, envelopes, shipping labels could be pressed into service with a line or two of type.

3. *Package Inserts.* This method presents problems, but sponsors have used package inserts, wrap-around strips and other devices to carry a program message and have done it effectively.

4. *House Organs.* A natural.

5. *Publicity and Public Relations* —provide a lot of scope for program promotion.

6. *Sales Organization.* The methods are many, the channel unusually fruitful. Limited only by imaginations and planning.

7. *The Distributor and Dealer Organization.* Promotion of shows through window posters and cards, counter displays, streamers.

Not all sponsors can or will use all these avenues, there may be sound reasons why not. But a review of the situation should prove helpful. Another point: In developing plans for any of these, and other media, sponsors will find networks and stations ready and willing to extend full cooperation.

THE NETWORKS' PROMOTION FUNCTIONS. Whenever a new advertiser signs with a network, or an old sponsor renews or returns from summer hiatus, or there is a time change or the need to boost a rating—that's the signal for the network audience promotion people to swing into action. Working with sponsor and agency they plan the campaign (almost always a special, not a "canned" job) and then translate it into practical material for use both by the network itself and by its affiliates.

Check List

A check list of network audience promotion activities would read something like this:

1. *Audience Promotion Kits* for station use. Included are: (a) Air announcements for local announcers; (b) advertising and publicity—ad mats, suggested copy, photographs of stars, publicity stories; (c) showmanship—ideas and plans for tie-in activities; (d) merchandising — suggestions and plans for working with sponsors' local distributors and outlets; (e) display ideas, techniques and plans.

2. *Air Announcements.* Live, on network; transcribed, using the program's own talent, both on network and locally; cross plugs on network; plugging of program "blocks" or sequences.

3. *Special Closed Circuits.* Conferences by wire with sponsor and network executives addressing stations as well as sponsor's field sales organization and distributor and dealer set-ups.

4. *Regular Conference Calls*—devoted to promotion and publicity matters. These are actually practical operating conferences between network and station personnel.

5. *Weekly Mailings*—announcements based on current story lines; current promotion news and ideas; special exploitations.

6. *Recording Sessions*—with stations taking special announcements off the line.

7. *Exploitation Plans* — suggestions, techniques.

Under these heads go an enormous amount of planning and preparation—the fundamental being that the network does the job on the national level and prepares and furnishes material for stations to use on the local level.

Station's End

THE STATION'S END OF PROMOTION. This is perhaps the most important leg of the promotion tripod and involves considerable activitiy that is practically impossible to set down and that certainly does not show in any check list. However, let us attempt such a list:

1. *Air Announcements*—both live and recorded. Much of this material is furnished by the network "kit" or in recording session, but some of it is written locally. Most of the time, the announcements are devoted to specific shows, but sponsors often get the additional benefit of "block" or sequence announcements.

2. *Advertising.* Space in newspapers and local publications of various types. Also car cards, outdoor advertising, and other media, the scope and variety of which depend on the local situation. Ads from network "kits" are used, but again, the station frequently prepares its own.

3. *Publicity.* In local dailies and other publications. In house organs, program folios and other media.

4. *Merchandising.* Letter and post card campaigns to distributors and dealers; personal calls; work with dealers and distributors on behalf of sponsors' programs and, not incidentally, on their products.

5. *Display.* Ranging all the way from displays in the windows of the stations' own building to trailers in the local movie houses.

6. *Showmanship*—which ranges from contests and parades to appearances at local luncheon clubs and open-house parties.

7. *Reports.* One of the most im-

WOW FARM TOUR

To Boost Mid-West Farm Products On West Coast

A 16-CAR train, organized by WOW Omaha, Neb., and packed with Midwestern products, will snake its way westward Sept. 15 for a tour of the West Coast.

Purpose of the trip is not only farm study but also to boost mid-west farm products, Mel Hansen, leader of the WOW Farmers' West Coast Tour, said last week. Shown will be products representative of midwesterners' own labors.

The train will be packed with animals and farm goods bred and cultivated principally on Nebraska farmland. Topping the list is a live sow, "Nebraska Belle," of champion quality, which will be presented to a 4-H Club boy in Los Angeles by the Nebraska Duroc Breeders Assn.

Also on board will be 250 double-eared tall cornstalks, 50 lush Ak-Sar-Ben steaks, 1,000 miniature bags of Nebraska corn, wingless chickens, fancy cutup fryers, some bushels of oats, and several oversized pumpkins. They will be parceled out to governors, mayors and film celebrities who turn out to welcome the train along its route.

Top-quality products will be distributed at the Los Angeles Fair on "WOW Farmers' Day," Sept. 26. Fair officials promise to reciprocate by giving each tour member a bale of California cotton, samples of oranges, avocados, walnuts and even a bottle of California wine.

In the bag of tokens for the West Coast are pins and lifetime memberships to the so-called Knights of Ak-Sar-Ben. A bushel of oats will be given the horse which wins the WOW Farmers' Handicap to be staged at the Pomona Fair.

First stop of the tour will be Billings, Mont., where the governor, John W. Bonner, will be on hand to welcome the trippers Sept. 16. Other cities to be visited are Spokane, Yakima, Seattle, British Columbia, Portland, Ore., Stockton, San Francisco, Salinas, Los Angeles, Tia Juana, Salt Lake City and Denver. The tour returns to Omaha Oct. 1.

Straw Helmets

Sponsors of the *National Farm & Home Hour* on WOW will send along 250 orange-colored straw helmets and 250 walking canes for the participants. Nebraska Gov. Val Peterson, joining in the spirit of the tour, authorized Mr. Hansen to induct "certain VIPs into the respected group of Admirals in the Nebraska Navy."

Products carried on board the special train were donated by such sponsors as Bernie Holmquist, president of Omaha Grain Exchange; C. A. Swanson, the nation's "poultry king," and a hybrid corn company at Waterloo, Neb.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

"PROOF OF THE PUDDING"

Because Local advertisers know that WDBJ excels in coverage, distribution and RESULTS in Roanoke and Southwestern Virginia*, 34 LOCAL accounts have maintained continuous advertising schedules from 5 to 15 years on WDBJ.

*Ask your Free & Peters Colonel for survey material.

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., National Representatives

portant of all station functions, from the sponsor's viewpoint, is a complete report of what a station has done to promote a given show. This is an arduous and time-consuming task and is performed with commendable regularity. It is the pay-off, and the stations are rightly and pardonably proud of their reports. (A Note to the Sponsor: Station people are human and they like to know that their efforts are appreciated. A brief, friendly acknowledgement from the sponsor can go a long way toward making the station's promotion people feel good—feel willing to do more for the thoughtful sponsor. Try it.)

This has been a quick review of some promotion fundamentals and of the functions which belong to each of the three parties to a complete job of audience promotion. The wind-up takes us full circle back to our main premise: That the cooperation of all three in planning and the coordination of the work of each can result in more effective audience promotion, which is only another way of saying more listening to sponsor's shows and enhanced value for their radio money.

CBS' STANTON

Honored with OSU Degree

CITED for "scholarly attainments . . . original contributions to knowledge and the advancements of radio . . . broad human understanding, and unusual executive ability and administrative gifts in a technical field of high social responsibilities," CBS President Frank Stanton has received an honorary doctor of laws degree from Ohio State U.

The degree was conferred at the university's summer commencement exercises at Columbus Sept. 2 by Dr. Bland L. Stradley, university vice president, acting in the absence of President Howard L. Bevis. Mr. Stanton was presented by Brig. Gen. Carlton S. Dargusch of Columbus, a university board member.

Mr. Stanton is a former Ohio State faculty member of the psychology department, and received both his MA and PhD degrees at the school. His BA was taken at Ohio Wesleyan.

Mr. Stanton left the Ohio State faculty in 1935 to become CBS research director and was made network president in 1946 after serving as vice president and general manager.

DOCTOR OF LAWS degree is bestowed on Dr. Stanton, (l) by Dr. Stradley.

CBC FUNDS

Dunton Urges Increase At Ottawa

INCREASED RECEIVER license fee and a sizable television receiver license fee were asked for by Canadian Broadcasting Corp. in its brief before the Royal Commission on Arts, Letters and Sciences at Ottawa on Sept. 6. In a 66-page brief, A. D. Dunton, CBC chairman, stated that Canadian creative abilities and ideas in radio must not be swamped by imported radio programs.

He told the Royal Commission that the CBC operated on five basic points: (1) All judgment in broadcasting must be based on public interest; (2) Canada's national interest can be met only by a national system, supported and owned by the public; (3) national system must be in a position to use all suitable resources and must have power and means necessary; (4) it is in public interest to have private broadcasting stations as ancillaries to the national system, as long as their operations do not conflict with the paramount requirements of an effective national system; (5) the present national system, under which CBC has over-riding rights and co-ordinating control, is in the public interest.

Programs Available

Mr. Dunton pointed out that the national system made its programs available to many private stations and that, in general, public and private operation had worked well and to advantage of the Canadian listener. He stated CBC is by far greatest user of creative artistic talent in Canada, and that CBC worked with the objective of adding to the variety and richness of the life of the people in all parts of Canada and in all walks of life.

Mr. Dunton explained that programs should be predominantly Canadian in origin, but that there was room for programs from other countries. He stated that at present 83% of the program schedule was Canadian in origin, and that United States and British listeners did not have as wide a choice of programs from other countries as do Canadian listeners, because of commercial and geographical factors.

Increasing Costs

Commenting on constantly increasing costs while rates of revenue have remained static over many years, Mr. Dunton stated that "a revision of the financial basis of the system is essential even to maintain present broadcasting services and quality. Unless the revenue situation of the national system (CBC) is changed without delay it will be necessary to start cutting services and standards drastically. It is estimated that if CBC in 1950-51, with present level of license fees, attempted to maintain only services which now exist or to which it has long been committed, expenditures would exceed revenues by some $900,000 at present known costs and conditions . . . To enable the national broadcasting system to serve Canadian listeners and the interests of the nation, a license fee of $5 is required."

On TV, he pointed out, the same reasons which necessitate a national broadcasting system in Canada, also exist. To meet the national interest in TV the CBC must have the necessary means to undertake TV development including adequate television receiver license fee and loans for the development period.

Referring in detail to requests made by Canadian Assn. of Broadcasters and other organizations for the setting up of a separate independent regulatory body to control both CBC and private stations, Mr. Dunton stated that such a policy is fundamentally unsound and would be a duplication in a large extent of the present set-up. He pointed out the CBC would still have the responsibility, but would take away CBC's authority to carry on an effective national system.

EXPRESSION on the faces of Vice President Alben W. Barkley (r), Delaware Senator J. Allen Frear Jr., and Charles Krick Jr. (l), WDEL and WDEL-TV Wilmington, Del., sponsored winner of the Third Annual Pushmobile Derby, show delight in young Charles' description of graphic details. The Wilmington student drove his car "WDEL Mighty Mike" first across the finish line to win a TV set, a trip to Washington and other prizes.

WFIL Philadelphia special events crew made live pickup from Philadelphia Citizens Committee luncheon honoring President Truman on Aug. 29. Mr. Truman spoke informally, permitting WFIL audience to hear one of his rarely broadcast extemporaneous talks.

RCA Victor announces new table radio (Model 9-X-641) at suggested list price of $29.65, including Federal Excise tax. Among features are three-gang condenser and tuned RF stage; complement of five tubes plus rectifier; phono input jack which may be used with 45-rpm record playing attachments; AC-DC operation, and automatic volume control.

Memo

To ALL VP'S

It's time to buy.

All VERY PARTICULAR SPONSORS consider these facts.

THE NORTH Country's key market, serving 170,000 people in Clinton, Essex and Franklin Counties, Vermont and S.E. Quebec Province.

Covers and influences a rich farming and industrial area.

Low economical cost per family, per customer, per sale

CONSISTENTLY dominates listening audiences in the Gloversville-Johnstown area, leading glove manufacturing center in the world.

Covers more than 11,000 Radio homes spending over $16,000,000 each year for YOUR products and services.

To sell Gloversville-Johnstown housewives you Must

ON *USE*

ABC 960 1000 WATTS — CBS 1340 250 WATTS

WEAV ... WENT

Plattsburg, N. Y.
Joseph Hershey McGilvra
Nat. Rep.

GLOVERSVILLE–JOHNSTOWN
Adam J. Young, Jr.
Nat. Rep.

ALL-RADIO FILM Awarded to IMPS

CONTRACT for "Lightning That Talks," a 45-minute documentary film portraying the power of broadcasting as an advertising medium and a social force, has been awarded to International Motion Picture Producers' Service. The All-Radio Presentation Committee announced the award Tuesday, after it had considered bids from ten motion picture producers for the job [BROADCASTING, Sept. 5].

IMPS, in accepting the contract, agreed to meet the schedule laid down by the committee, calling for delivery of prints of the completed picture for use by subscriber stations and networks by Jan. 1, 1950. In addition to the full 45-minute film, IMPS will also prepare two 20-minute versions, one a hard-selling quickie designed for showing to prospective advertisers, the other for use before civic groups and educational organizations more interested in the social impact of broadcasting.

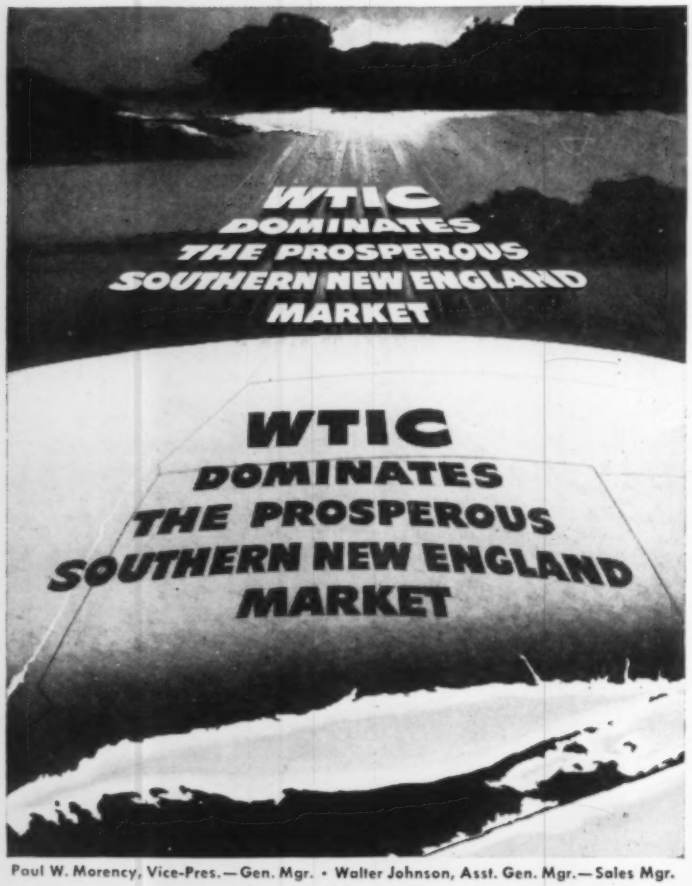
Ben Gradus, president of IMPS, served as consultant to the All-Radio Presentation Committee during the months of research and writing of the film and aided Victor M. Ratner, CBS vice president in charge of sales promotion and advertising, in the writing of the script. IMPS previously produced the CBS-TV promotional film which that network has been using in its video sales campaign.

Mr. Ratner, who will also act as producer of the all-industry film, said that it will show where radio goes but not where it comes from. "There will be no pictures of radio studios, no pictures of programs going on the air, no pictures of New York or of Hollywood. Instead the picture will show people listening to radio and advertisers using this medium. Audience for this film will get radio as America gets it, by sound alone."

The picture will be shot largely on location in the actual scenes of the success stories it will relate, Mr. Ratner said. It will show real advertisers, real stores, real customers, he added, with only two professional actors used in the entire film. One of these will portray Ben Franklin, whose travels to find out what has happened to lightning since his day to make it talk provide the narrative chain of the picture.

In addition to his many other achievements in science, politics and publishing, Ben Franklin was also author of the first soap advertisement ever to appear in America, Mr. Ratner stated.

Financial details of the contract were not disclosed by the committee. It was learned, however, that despite the additional cost involved, the picture is being made by an all-union crew.



Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

Upcoming

NAB DISTRICT MEETINGS

Sept. 15-16: Dist. 9, The Northernaire, Three Lakes, Wis.
Sept. 19-20: Dist 11, Radisson, Minneapolis.
Sept. 21-22: Association of Independent Metropolitan Stations, Fall Meeting, Stevens Hotel, Chicago.
Sept. 26-27: Dist. 10, Savery, Des Moines.
Sept. 29-30: Dist. 12, Allis, Wichita, Kan.
Oct. 3-4: Dist. 13, Adolphus, Dallas.
Oct. 6-7: Dist. 6, Peabody, Memphis.
Oct. 13-14: Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18: Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 25-26: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 27-28: Dist. 2, Berkeley-Carteret, Asbury Park, N. J.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15, Dist. 17, Benson, Portland, Ore.

Sept. 15-16: Joint board meeting of U.S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.
Sept. 16-17: Advertising Federation of America's Southern District, Hotel Heidelberg, Baton Rouge, La.
Sept. 18-20: Advertising Federation of America's Southwest District meeting, Biltmore Hotel, Oklahoma City.
Sept. 26: FCC TV UHF-VHF Allocations Hearing, FCC Hdqrs., Washington.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Sept 30-Oct. 2: AFA Inter-city conference of Women's Advertising Clubs, Hotel Cleveland, Cleveland.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Oct. 4-5: AAAA Annual Eastern Conference, Hotel Roosevelt, N. Y.
Oct. 10-12: Assn. of National Advertisers convention, Waldorf-Astoria Hotel, New York.
Oct. 14: AAAA Annual Central Council Meeting, Hotel Drake, Chicago.
Oct. 16-18: AAAA Annual Pacific Council Meeting, Arrowhead Hot Springs Hotel, San Bernardino, Calif.
Oct. 16-19: Radio-TV-Motion Picture Clinic, American Chamber of Commerce Executives national convention, Seattle.
Oct. 16-19: Pacific Coast Council of Southern California AAAA chapter convention, Arrowhead Springs Hotel, Arrowhead Springs, Calif.
Oct. 27-29: Audio Engineering Society "Audio Fair," Hotel New Yorker, New York.
Oct. 28-29: Kansas City Section of Institute of Radio Engineers, President Hotel, Kansas City, Mo.
Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 4: AFA 5th District, Indianapolis, Indiana.
Nov. 4-5: AFA 6th District, Racine, Wis.
Nov. 9-10: Second General Radio and Television Conference of the Lutheran Church, Missouri Synod, Claridge Hotel, Chicago.
Nov. 11-13: NARND Convention, New York.
Nov. 19-20: AWB District 13, convention, Radio House, U. of Texas, Austin, Tex.

JOHN CARSON
Confirmation Battle Brews

INDICATIONS that John Carson's bid for a commissionership on the Federal Trade Commission would inspire more than nominal opposition on the Senate floor were increasing last week as the upper house once again passed over his nomination and Senate Republicans reaffirmed intentions to block the appointment.

Mr. Carson, research director of the U. S. Cooperative League and President Truman's nominee to replace Robert Freer, previously had drawn the approval of the Senate Interstate & Foreign Commerce Committee, [BROADCASTING, Aug. 22], although the 8-4 vote reflected party sentiment. Generally he was favored by the Democrats and disapproved by the Republicans.

Observers feel that a stiff fight, led mainly by Sen. Owen Brewster (R-Me.), and other Republicans, is in prospect. Meanwhile, Senate Majority Leader Scott Lucas (D-Ill.) has promised to ease the nomination before the chamber again but predicted a long drawn-out fight which would greatly delay Senate action on other legislation. It was Sen. Kenneth S. Wherry (R-Neb.) who asked that Mr. Carson's name be passed over last Wednesday when the executive calendar was considered.

Earlier, President Truman indicated at a news conference that he probably would re-appoint Lowell Mason to the Commission for another seven years. Currently acting FTC chairman, Mr. Mason's term expires Sept. 25.

KOMO SERIES
To Sell Community Faith

TO HELP reduce "jabber jitters" and sell optimism in the Pacific Northwest, KOMO Seattle has invited city leaders to transcribe expressions of faith in the community, for presentation on the air throughout each day. With some 32 such statements broadcast each week, the series is expected to continue for several weeks.

"Each speaker has been asked to give his optimistic evaluation of the present and future, with the purpose of counteracting any note of pessimism which is easily fanned into uncontrollable consequence during times of unsettled readjustment," it was explained by KOMO's national sales manager, Richard E. Green, who originated the idea. Business and community leaders are being enlisted in the project by George Dean, KOMO public relations representative.

Among those scheduled to present their views are the Right Reverend Stephen F. Bayne Jr., Bishop of the Episcopal Diocese of Olympia; William S. Street, president of Frederick and Nelson; Rex Allison, president of The Bon Marche; Dr. N. H. Engle, director of the U. of Washington Bureau of Business Research.

AFL FEUD

4 A's Add Fuel By Defying Petrillo

A UNION fight between actors on the one hand, and musicians, on the other, was joined Thursday by Associated Actors & Artists of America which voted to support one of its member unions in a row with American Federation of Musicians.

Specifically, the International Board of the 4-A's, parent body of 90,000 union actors, defied the order of AFM President James C. Petrillo that no member of the musicians union be permitted to join or remain a member of American Guild of Variety Artists, a 4-A union made up of vaudeville performers, many of whom appear on television.

The 4-A board action followed a threat by Mr. Petrillo made two weeks ago to pull his musicians out of night clubs, hotels and vaudeville theaters unless AGVA stopped raiding his membership. AGVA has countered by charging the AFM is doing the raiding. All the feuding unions involved are AFL.

Following the 4-A board meeting, Paul Dullzell, international president of the 4-A's, said the full power of the performers union would be given to AGVA in its resistance to Mr. Petrillo's "tyrannical ultimatums" and "threat to take over actors."

"An attack upon any branch of the 4-A's will be considered an attack upon all of us," said Mr. Dullzell.

"The 4-A's will not be intimidated or coerced by Mr. Petrillo. It is always ready to follow the pattern of American labor and sit down with Mr. Petrillo to discuss any problems that may arise."

Immediately after the 4-A board meeting, Mr. Petrillo answered the actors' defiance and Mr. Dullzell's statement. The AFM President said he was surprised to find that other organizations in the 4-A's were backing AGVA, a group which he said "has embarrassed them continually for years."

He said he hoped that the irresponsible actions of AGVA will not harm the good relations AFM has had with other affiliates of the 4-A's.

"In fact, we don't believe that today's statement by Dullzell reflects the true feeling of his membership," said Mr. Petrillo.

He said, however, that if necessary, the musicians would act "in due time," a reference interpreted to mean Mr. Petrillo stood by his threat to call out musicians where AGVA people performed.

Whether the dispute might affect radio or television if long warfare were to ensue was a matter for conjecture. One of the 4-A's branches is the big radio talent union, American Federation of Radio Artists.

BROADCASTING asked Mr. Petrillo two weeks ago at a news conference whether his action against AGVA conceivably would result in the withdrawal of musicians from radio and television. He conceded there was a remote possibility that some video shows might be affected in the event the dispute were prolonged.

Albert Westbrook, business agent of AGVA, told BROADCASTING that he believed television was very much involved because of the great number of AGVA cardholders appearing on TV shows.

DETROIT FM

Survey Made of Market

WHAT WAS intended solely as a college student's term paper has turned out to be an important addition to the knowledge of the Detroit FM market. In preparing the paper for one of his courses, Wayne U. Student Hal Lawson Jr. decided to determine the number of FM sets in metropolitan Detroit. He used a sampling of 250 names chosen at random from the telephone directory. When the survey was through, and projected through the total number of Detroit telephones, he found that there were approximately 109,059 FM equipped homes in the area.

After checking the bottom name in third column of every fifth page of the 1,316-page directory, Mr. Lawson then mailed out double postcards explaining the survey and its purpose.

After three weeks of telephoning those not sent cards, Mr. Lawson's compilation from both cards and calls showed that 52 people reported having FM bands on their radios, an average of 21.2% of homes contacted. This percentage, as applied to the 514,430 residence-listings in the telephone book, brought out the 109,059 FM sets figure.

Philadelphia High

ALBERT E. SINDLINGER, president of Sindlinger & Co. Inc., said that Radox recorded an all-time high in TV sets-in-use in Philadelphia on Tuesday afternoon and evening (Aug. 30) during the American Legion National Convention Parade. On Tuesday afternoon, shortly after the parade started, 48.9% of the TV homes within the Radox sample had their TV sets turned on with 44.4% viewing the parade. Between 9:45 and 10:00 in the evening, the all-time high was reached when 83% of the TV homes within the Radox sample had their sets on, with 70% of them watching.

'SILLY WILLIE'

WFIL Starts Promotion

PHILADELPHIA met "Silly Willie" Sept. 1 when one of the biggest, most intensive traffic safety campaigns ever undertaken was launched by WFIL and WFIL-TV, *Philadelphia Inquirer* stations, in cooperation with the Philadelphia Highway Traffic Board. City officials, led by Mayor Bernard Samuel, took part in unveiling the new billboard at City Hall carrying the "Don't Be A Silly Willie" message to Philadelphia motorists and pedestrians. The two-month public service effort is valued at more than $250,000 in terms of radio and TV time donated by cooperating agencies throughout the city.

WFIL and WFIL-TV facilities will be utilized daily for the campaign. More than 600 spot announcements will be made on WFIL during the two months and nearly 200 on WFIL-TV, in addition to special interviews on radio and TV programs. WFIL also will broadcast a 30-minute documentary program on Sept. 14, and WFIL-TV will present two showings of a 15-minute film documentary.

Advertising media include: 1,400 pennants on trolley cars; 3,000 car cards on trolleys, subways and busses; illustrated article in the Philadelphia Transportation Co. *Traveler* for 250,000 readers; 65 24-sheet billboards and 150 three-sheet billboards throughout the city; 5,000 window display cards for stores, banks and other business institutions; 260,000 package stuffers for use by business firms; 8,000 arm bands to be used by public and parochial school safety patrols; 600 bumper cards to be used by all Philadelphia police cars; 1,500 visual aid scripts for use by public and parochial schools in assemblies; 170 mats and stories for publication in house organs of 85 leading industrial concerns and neighborhood newspapers; 2,500 display cards inside Yellow Cab Co. taxis, and illustrated menus in leading hotels and restaurants.

TIDE WATER

Over 100 Western Stations In '49 Football Plans

TIDE WATER Associated Oil Co., San Francisco, will use more than 100 radio stations throughout the seven Western States and Hawaii for its football coverage this season, Harold R. Deal, advertising and sales promotion manager, has announced.

Biggest news item in the announcement was that the CBS Pacific Coast network would be used.

Tide Water Associated, which begins its 24th consecutive year of football sponsorship this season, has, in the past, utilized the Mutual-Don Lee Western network plus a series of networks of independent stations built by the company for the sole purpose of carrying the games.

This year the company will place a schedule of games with both CBS and Mutual-Don Lee, plus the Intermountain Network of Utah and Idaho, the Oregon Trail Network and a number of prominent independent stations throughout the Western area.

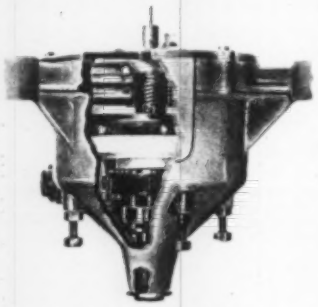
The first football games are scheduled for Sept. 16. They will be the UCLA-Oregon State game at Los Angeles and the St. Mary's-Oregon U. at San Francisco.

Mr. Deal's announcement preceded the annual meeting of Tide Water Associated Oil Co.'s Pacific Coast Football Sportscasters conference held in San Francisco Aug. 29-30).

Only a combination of stations can cover Georgia's first three markets
WMAZ
MACON
10,000 W - 940 Kc
WAGA
ATLANTA
5000 W - 590 Kc
WTOC
SAVANNAH
5000 W - 1290 Kc
The C.B.S. Affiliates in GEORGIA'S First 3 Markets
The Georgia Trio
Represented, individually and as a group, by THE KATZ AGENCY, INC.

WHY CHOOSE FAIRCHILD FOR TOP PERFORMANCE

Each month you read equipment specifications in the advertising pages of your favorite magazines. Specifications are fine things, but often difficult to interpret in terms of *what the equipment will do for you.* For example, suppose we say that **Fairchild Disk Recorders and Transcription Turntables** have a time accuracy of 1 part in 4.6×10^6 at 33⅓ rpm; an instantaneous speed deviation of .075%; a noise level of such and such decibels below some stylus velocity at so many cps. Impressive? Sure. And factual, too. But what you want to know is . . . what effect do these specs have on your operations. What is the performance, after the specifications are paid for? Here are the data on Fairchild Recording and Playback equipment, in facts and effects.



Precision Turntable Drive.
Used in all Fairchild Disk Equipment.

FEATURE	FAIRCHILD EQUIPMENT	OTHER DESIGNS
Type of Drive and Resultant Speed Regulation	Direct to center—gear. Absolute synchronism for use with sound-on-film and on the nose programming. Accurate within .00026 seconds in 20 minute play period at 33⅓ rpm.	Rim drive—puck or pulley. Usual accuracy—6 seconds in 20 minute play period (.5% speed regulation). Does not permit rigid synchronization nor on the nose programming.
Possible time error—record and playback (20 minute disk)	± .00052 seconds	± 12 seconds (based on above)
Instantaneous speed deviation and Effect on audible signal	less than .075% None	approximately .125% *Wow* usually evident at this figure
Noise and Rumble	Experienced users of Fairchild Equipment claim dynamic range of 62 db.	Dynamic range limited by noise and rumble when wide tolerances are permitted in machining.
Control of cutting pitch (lines per inch)	Studio model: turn knob for *continuous* and *instantaneous* pitch change from 80 to over 500 lines per inch. Can be varied at will during the recording. Portable model: insert small gear—no disassembly required—only one feed screw for all pitches.	Portable and Studio models: disassemble lathe mechanism—change feed screw—reassemble lathe mechanism. Or, change pulley ratios.
Overhead cutter assembly	Secured as integral part of turntable deck. Always in positive alignment.	Lift or swing into position. Possibility of cutter misalignment—causing varying depth of cut and incorrect groove shape.
Portable model	Actually a console model in a portable case. Same performance on location as in the studio.	Sacrifices in mechanical design to gain portability further exaggerate inferior performance.
Maintenance	Periodic lubrication of drive mechanism. Always at peak performance—no headache for the owner and operator.	Lubrication, and frequent replacement of puck and pulleys. Continued adjustment necessary to keep speed of turntable up to specifications.

Fairchild specializes in LIP SYNCHRONOUS recording and playback equipment for SOUND-ON-FILM, TV PRODUCTIONS, and all such installations requiring laboratory standard performance. Write for full details.

Fairchild
RECORDING EQUIPMENT CORPORATION

WE'RE AT THE AUDIO FAIR ROOM 653

154TH ST. AND 7TH AVE. WHITESTONE, L. I., N. Y.

VOICE CONTEST

Eight Judges Named

EIGHT prominent American citizens, representing diversified walks of democratic life, will preside as a board of judges over the third annual Voice of Democracy contest which will climax National Radio Week Oct. 30-Nov. 5, the Voice of Democracy Committee announced in Washington last Thursday.

Once again four high school students each will emerge richer by virtue of a $500 college scholarship award for efforts in writing and voicing the best five-minute radio scripts on the subject, "I Speak for Democracy." The contest, already underway in the second, third and fourth years of high school, will be climaxed with the national awards luncheon on Washington's Birthday, Feb. 22, 1950.

NAB, U. S. Chamber of Commerce and Radio Mfrs. Assn. each year jointly sponsor the competition, which is endorsed by the U. S. Office of Education, Federal Security Agency.

List of Judges

Judges for the 1949 contest finals will be:

James Stewart, famous motion picture star, chairman of the Board of Judges;
George V. Allen, Assistant Secretary of State for Public Affairs, whose Voice of America broadcasts have carried previous winning radio scripts to the nations of the world;
Tom C. Clark, newly-appointed associate justice of the United States Supreme Court, who as Attorney General served as chairman of the judges and presented the annual awards;
Douglas Southall Freeman, noted southern editor and author of ROBERT E. LEE and LEE'S LIEUTENANTS;
Learned Hand, judge of the United States Circuit Court of the Second Circuit, New York;
J. Edgar Hoover, director of the FBI, Justice Department;
Andrew D. Holt, president of the National Education Association;
Edward R. Murrow, news commentator for CBS.

Meanwhile, a manual on the contest is being distributed to principals of 27,990 high schools in the U. S., all broadcasting stations, local chapters of the Junior Chamber of Commerce, and radio dealers in all communities. In mid-October special model transcriptions will follow for use by local stations as guides for students writing radio scripts.

Discs Readied

The voices of NAB President Justin Miller, discussing "Freedom of Expression;" Actor Jimmy Stewart, on "Platform for Democracy;" and Dr. Earl J. McGrath, U. S. Commissioner of Education, on "Education for Democracy," will be heard on the transcriptions, timed for five-minute broadcasts, length set for the competing scripts.

Model broadcasts are slated to run during Radio Week when the students will pen their own scripts, to be voiced by themselves in school and community competitions. Present plans call for announcement of local winners by Nov. 12, state finalists by Nov. 26. Competition is judged on broadcasting standards, with special stress given to content, delivery, and originality. National and state judging are done by transcriptions made by local stations.

Last year's contest drew nearly half a million contestants in all 48 states, Alaska, Hawaii, and the District of Columbia. Winners were feted by President Truman and Congress, and taken on a tour of historic interest near Washington. Tom Clark, then Attorney General, presented the awards at the luncheon, which was broadcast to listeners everywhere. The students also appeared as guests on other programs including television.

Committee Members

Comprising the Voice of Democracy Committee is Chairman Robert K. Richards, NAB public relations director; James D. Secrest, RMA director of public relations; Dr. Kerry Smith, U. S. Office of Education, FSA; Robert H. Richards, executive director, U. S. Junior Chamber of Commerce, and James Dawson, NAB.

Philco Dividend

BOARD of Directors of Philco Corp., Philadelphia, have declared regular quarterly dividend of 50c per share on common stock payable Sept. 12 to holders of record Aug. 29. Board also declared regular quarterly dividend of 93¾c per share on corporation's preferred stock, 3¾% Series A, payable Oct. 1 to holders of record Sept. 15.

EVENING Art School of Pratt Institute, Brooklyn, N. Y., will conduct Television Survey course during 1949-50 session.

GOOD NEWS!!
FOUND

A *NEW* rate card—with new streamline rates and complete market data. The first of its kind in Connecticut.
Write or wire today, we will send you one.

WICH
NORWICH, CONN.
1400 KC FULLTIME
John Deme, Gen. Mgr.

NEGRO STUDY

Show Station Prospects

A STUDY of economic prospects for a Negro owned radio station in each city of the United States with a Negro population of 25,000 or more reveals that Negro orientated broadcasting would be an "excellent business risk" in 28 cities. The survey was completed last week by the Chicago firm Kyle, Carter & Eubanks, Negro radio promotion counselors.

Only 11 cities in the class studied were found unsuitable for Negro broadcasting enterprises, according to Dr. Clifford F. Kyle, member of the firm and general manager of WVON Chicago, whose application for a CP now is pending before the FCC.

The counseling concern has arranged a series of conferences in key cities where members of its technical staff will confer with business, church and civic leaders who are interested in building radio stations.

"With emphasis on freedom of speech by means of radio stations, it is felt that less sympathy, which is not necessary, but better understanding, which is vitally important, will be achieved," Dr. Kyle said in releasing the report. "We cannot expect the world to understand the Negro's problems unless they are properly presented by means of an unprejudiced channel. Radio provides that means."

Kyle, Carter & Eubanks provide complete engineering, financial, programming, sales, advertising and administrative services. In addition to Dr. Kyle, other members of the firm are Andrew R. Carter, formerly associated with RCA in New York and WTIP Charleston, W. Va., and now chief engineer of WVON, and Thad B. Eubanks, a Chicago attorney. Dr. Kyle is director of Negro programming at WHFC Chicago and has conducted programs at WSBC Chicago and WJOB Hammond, Ind.

INDIANA School of the Sky, of U. of Indiana educational series will be used by public schools in Minnesota during coming school year.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

TWIN FALLS FEATURE

Auto Firm Marks Second Year On KLIX

Mr. McIntyre (r), accepts keys of first 1950 Studebaker Land Cruiser delivered in Idaho from Vern Teasley, president of the Twin Falls Motor Co., as C. G. Wyllie, vice president of the auto firm, looks on.

* * *

AN AGGRESSIVE 250 w ABC affiliate, KLIX Twin Falls, Idaho, is celebrating more than two years of radio advertising by a single local motor company which has netted that firm a good part of its million dollar annual business.

Twin Falls Motor Co., Studebaker franchise holder, has sold as high as 24% of all new cars registered in the county, KLIX Manager Frank C. McIntyre reports. This is an impressive record, he continues, because many makes have more than one dealer with every make represented. "As the Twin Falls firm says, 'We spend about 90% of our budget with KLIX. We're doing all the business we can do. So maybe radio's doing us some good.'"

Debut of the first new 1950 Studebaker Land Cruiser delivered in Idaho was prefaced by the automobile firm with a 100 spot campaign on KLIX. Mr. McIntyre reports that the firm has used 10 quarter hours and two half hours weekly on the station for over two years. While the motor company favors musical programs for year round institutional advertising, saturation spot campaigns are used to publicize special events.

BOSTON IRE

Broadcast Group to Meet

BROADCAST Engineers Group, newly-formed Boston Section of IRE, is to hold its first meeting in Boston this Thursday, with Professor Hobert H. Newell of Worcester Polytechnic Institute as guest speaker. He will speak on "Broadcast Station Performance Measurements as Required by the FCC."

Meeting planned by Roger W. Hodgkins, chief engineer of WGAN Portland, Me., vice chairman of the group and engineers from WBZ WCOP WEEI, all Boston. Technical personnel in New England stations are invited to attend initial meeting, first of technical series slated for the coming winter season, and dealing with problems of broadcast operators and engineers.

THREE Suns, recording artists, will be included among releases sent to subscribers of World Broadcasting Co.'s transcribed library service.

RMA MEET

Slated for Sept. 15-16

PROBLEMS in Radio Mfrs. Assn.'s planned presentation before FCC later this month dealing with expanded television service are expected to predominate the Sixth Joint Conference of U. S. and Canadian RMA officers and directors at White Sulphur Springs, W. Va., Sept. 15-16.

RMA President and other officers will play hosts to the Canadian RMA delegation headed by President Frank R. Deakins. Last year Canadian officials entertained the American group. Board meetings of the Canadian and U. S. directors will be held on successive days, Sept. 15 and 16, with officials from each board sitting in as guests at both sessions at the Greenbrier Hotel.

RMA's Television Committee, headed by Mr. Balcom, will meet during the two-day conference to complete preparations for the association's presentation at the FCC hearing beginning Sept. 26 [BROADCASTING, July 18, Aug. 22]. Also slated for consideration is TV set advertising. In addition, several industry promotion projects, including plans for National Radio Week and a Town Meeting for servicemen in Washington, D. C., will be presented to the RMA board of directors. Still another is a review of TV educational films to be made available by RMA to TV broadcasters.

Sensational!
COLUMBIA
MICROGROOVE
TRANSCRIPTIONS
WNAX, YANKTON "... Terrific improvement over the old method ..."
WPTF, RALEIGH "All of our staff members are most enthusiastic!"
WFAA, DALLAS "... Decided improvement both from the standpoint of cueing and quality ..."
WMAZ, MACON "... Offer excellent quality ... banding is a definite aid ..."
For details phone, wire or write:
COLUMBIA TRANSCRIPTIONS
A Division of Columbia Records, Inc.
Trade-Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas
LOS ANGELES NEW YORK CHICAGO

TELEVISION BLDG.

$9 Million Project

FIRST Broadway structure tailored for television, at an estimated cost of $9 million, is expected to be ready for occupancy by May 1, 1951, it was revealed last Thursday.

Plans for the 20-story edifice were filed with New York's Department of Housing and Buildings by John Sloan Assoc., architects and engineers. The building will occupy the block bounded by 51st and 52nd Streets, Seventh Ave. and Broadway, and will be utilized almost exclusively for video studios and offices. Tentatively, the building will be known as the Television Bldg.

Sponsor of the project is Herbert J. Freezer of New York, a shirt manufacturer who has been associated with the Broadway show "Diamond Lil," and thus is not new to show business.

The block has been leased by Mr. Freezer for 30 years, with two 30-year renewal options.

NBC Signs 'Riley'

NBC has acquired for television as well as for radio the rights to *Life of Riley*, from Irving Brecher, who will continue to produce the show for both radio and TV under Pabst Sales Co. sponsorship. The radio series will originate in Hollywood, resuming after its hiatus on Oct. 7, 9-9:30 p.m. (EST). The TV version will be filmed in Hollywood and then telecast from New York, starting Tuesday Oct. 4, 9:30-10 p.m.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*

KANSAS CITY 6, MISSOURI

ED WYNN FOR SPEIDEL

Bi-Weekly Program Idea Cited by Lyons

"THE Ed Wynn television show is Hollywood's chance to show that it can be done on the coast," David G. Lyon, vice president of Cecil & Presbrey Inc., Speidel Co. agency, advised BROADCASTING last week.

"To my mind the CBS Ed Wynn show is the ideal type of vehicle for a smaller advertiser who can't afford a big show every week," he said. But he cautioned that it is important for any television advertiser to have a good show every time he is on the air. Thus he concluded that Speidel stands to gain much by being on every other week, with a good show.

"After all," he reasoned, "a good show every other week is much more effective than a poor one every week."

Questioned about the likely acceptance of the program in eastern markets via kinescope, Mr. Lyon said that he has had every assurance from CBS officials that it will be technically acceptable.

To observe the start of the first major television program to originate from Hollywood, CBS' Ed Wynn show will be the recipient of major premiere treatment on Sept. 22, under auspices of Los Angeles Chamber of Commerce.

The program will be aired "live" over KTTV Hollywood on Sept. 22 and seen in New York and "about 13 other eastern and midwestern markets starting Oct. 6," CBS has announced. Harlan Thompson, motion picture veteran, will produce the program and Ralph Levy will direct.

Open Mike

(Continued from page 14)

monest words in the English language, as they come over the air? To wit:

intristing	instead of in-ter-es-ting
wot	instead of what
haff and laff	instead of half and laugh
Potland	instead of Portland
program	instead of pro-gram
everbuddy	instead of everybody
close	instead of clothes
ant	instead of aunt
genuine	instead of gen-u-in(e)
indistry	instead of in-dus-try

Mr. H. B. Frederickson
Arlington, Mass.

* * *

EDITOR, BROADCASTING:

Reverence for our late lamented . . . tower moves us to protest your Sept. 5 story, "Hurricane," which reports that mere 122 mile-an-hour winds felled WSWN's antenna. Our own accurate wind instruments gave up the ghost registering *140 miles-an-hour* and things got still worse before they got better. Only last year . . . survived late summer breezes of 125 miles-an-hour.

Tom Watson Jr.
General Manager
WSWN Belle Glade, Fla.

COLOR CONVERTERS

$100 Retail—Tele-Tone

TELE-TONE Radio Corp. can mass produce converters enabling standard TV monochrome sets to receive pictures in color as well as black-and-white and to retail at about $100, S. W. Gross, Tele-Tone president, said last week. One of the companies which is providing color reception equipment for the CBS color tests to be conducted in Washington in conjunction with the FCC hearings starting Sept. 26, Tele-Tone, can begin mass production without delay, Mr. Gross said.

Mr. Gross reported that his company also had developed a new TV receiver which will receive both color and monochrome programs.

CBS announced on Thursday that additional receivers for its color tests have been ordered from Crosley Div. of Avco Mfg. Corp.

FOOTBALL TV

NBC Lists 24 Top Games

NBC television last week claimed the heaviest collegiate football schedule in video history, listing 24 top games to be carried over a ten-week period under sponsorship of Ameican Tobacco Co. through N. W. Ayer.

CBS also announced it would televise the entire home schedule of Columbia U.'s gridiron contests under sponsorship of another tobacco company, Liggett & Myers Co., through its agency, Newell-Emmet Co.

The NBC schedule will include six Army, one Navy and six Ivy League contests.

WORLD SERIES

MBS-Gillette Get TV Rights

MBS, with Gillette Razor the sponsor, last week won the television rights to the 1949 World Series.

That was made known by a joint announcement Thursday afternoon by Baseball Commissioner A. B. (Happy) Chandler, Joseph P. Spang Jr., president of Gillette, and Frank White, president of MBS.

MBS already had the radio rights to the Series under Gillette sponsorship in accordance with a five-year contract expiring in 1951.

The television contract, however, is only for one year but it gives MBS first option to carry the telecasts again in 1950. MBS had the video rights last year under a somewhat similar contract.

The fee involved for the telecasts was not made public, although Comr. Chandler told BROADCASTING that it was "substantially more than that of last year."

It is known that last year the television rights commanded a $175,000 fee, of which $35,000 was rebated because lack of coaxial cable hook-ups to the West did not provide the coverage which at first was thought to be possible.

Details as to what facilities and stations will be used for the telecasts have yet to be worked out. Mutual itself, not yet having a TV network able to provide national coverage, will enter into arrangements with other networks. Paul Jonas, MBS sports director, is handling those details for MBS as well as the details of the broadcasts. Mr. Jonas also handled MBS negotiations with Comr. Chandler.

Announcers both for radio and TV will not be selected until completion of regular schedules of the two Big Leagues.

This year's Series will mark the 11th year that Mutual and Gillette have carried the play-by-play radio descriptions of the baseball classic and the third year Mutual has coordinated the TV coverage.

Maxon Inc. is the Gillette agency.

Detroit's Most Effective Selling Team!

REPRESENTED NATIONALLY BY THE FRIEDENBERG AGENCY, INC.

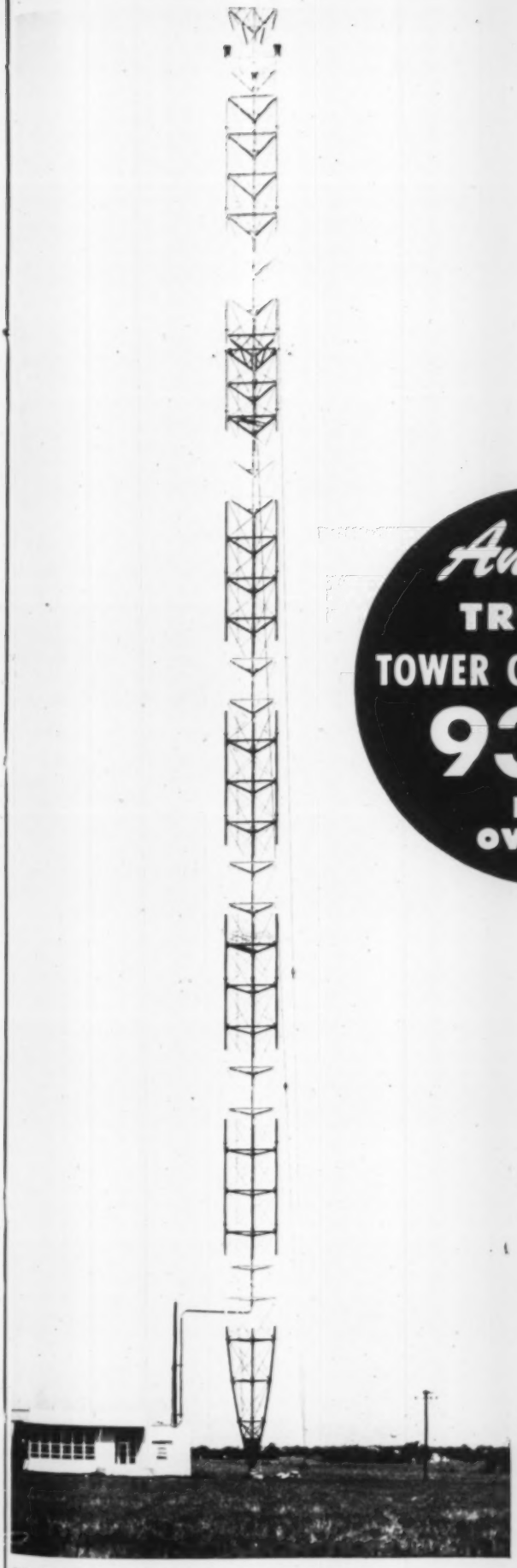
WEXL
1340 KC 250 Watts

WEXL-FM
104.3 MC. 18,000 Watts
Royal Oak, Michigan
PRIMARY COVERAGE

900,860 Radio Homes—
More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.

OPERATING 24 HOURS DAILY

Member N.A.B.—M.A.B.



"An excellent job well done"

says KOCY-FM, Oklahoma City

"Yesterday's 85-mile-an-hour wind speaks well of the ruggedness of our new Truscon Tower", continues a letter from M. H. Bonebrake, general manager of this important Mutual Network member, to Truscon's Oklahoma City District Manager. "Your design is serving our purpose excellently and also makes a beautiful tower."

Including the General Electric 8-bay circular FM antenna and its beacon, this Truscon Guyed Radio Tower rises 938 feet above the Oklahoma plain. Yet it stands

strong, slender and sure in the face of high velocity winds, and delivers the KOCY-FM 176 kilowatt signal on a frequency of 94.7 megacycles without interruption.

This sincere tribute is evidence of Truscon engineering and construction skills in assuring AM, FM and TV Tower dependability. Whether your operations call for tall or small towers . . . guyed or self-supporting . . . tapered or uniform cross-section . . . contact your nearby Truscon District Office . . . or our home office in Youngstown—for expert assistance without obligation.

Another TRUSCON TOWER OF STRENGTH 938 FT. HIGH OVERALL

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS

XUM

A Service of Broadcasting Newsweekly

TELECASTING

SEPTEMBER 12, 1949

FCC FLAGS AT&T

Proposes Interconnection Policy Be Banned

By RUFUS CRATER

AT&T'S POLICY against interconnection of its network television facilities with those of private broadcasters was branded "unlawful" in a proposed report issued by FCC last Thursday.

The report upheld telecasters' contentions that for the development of the visual art the telephone company must link its network facilities, upon demand, with any private intercity relay which FCC authorizes.

The Commission reiterated its view that common carriers alone should handle all intercity TV relaying whenever they have established facilities adequate to meet broadcasters' demands, but made clear that this degree of adequacy is not likely to be reached "in the near future" or for "an appreciable interval of time."

This ruling would require interconnection of AT&T facilities not only with authorized private relays, but also with TV stations' private mobile radio pickup equipment authorized by FCC, and with intercity relays accomplished by direct off-the-air pickups from other stations.

So long as FCC authorizes private broadcasters to operate intercity relays, the report asserted, such authorizations are clear evidence that the Commission does not consider common carrier facilities to be adequate. When they do become adequate in a given area, the report continued, the private authorizations in that area will be terminated, "giving due consideration to the opportunity such broadcaster may have had to amortize his facilities."

Wields Effective Veto

By refusing interconnection with facilities wihch FCC has authorized, the report charged, AT&T wields an effective veto over Commission determinations of what is in the public interest.

The report concluded that FCC cannot now, without further hearings, require AT&T to interconnect specifically with the intercity facilities of another common carrier—Western Union, in this case—but said it has power to do so if specific hearings show that such a requirement is "necessary or desirable in the public interest."

The report indicated that this question may soon be taken up with respect to interconnection with Western Union's New York-Philadelphia relay.

Based on Hearings

FCC's report, subject to oral argument, was based on lengthy hearings conducted last fall and winter as part of a general FCC investigation of AT&T and Western Union's network television rates [BROADCASTING, Oct. 4, 11, Nov. 8, Dec. 6, 1948]. The hearing on the rates themselves was deferred pending decision on the interconnection question.

Comr. Robert F. Jones dissented from the report; Chairman Wayne Coy and Comr. George E. Sterling did not participate.

The issue is the legality of the telephone company's policy of refusing to connect its own intercity TV channels, either coaxial cable or radio relay, with those of private broadcasters except to cover areas where AT&T does not have its own facilities established. Thus, for example, AT&T refused to transmit an NBC program from New York to Boston because the program had been sent to New York over Philco Radio Corp.'s Philadelphia-New York relay link at a time when AT&T had a channel which could have been employed between Philadelphia and New York.

The broadcasting interests in the hearing—Allen B. DuMont Labs., Philco, and Television Broadcasters Assn.—contended that such a policy hampers the growth of television by discouraging construction of new intercity facilities at a time when existing facilities are inadequate; by imposing unreasonable restrictions upon private broadcasters' use of their own equipment and personnel, and by deterring construction of new TV stations in areas where AT&T network service is unavailable and unplanned. Further, they claimed, it promotes monopoly for AT&T.

Phone Company Argument

The telephone company argued that its policy was based on principles which have had the sanction of "courts and commissions"; that unrestricted interconnection is economically harmful to a carrier; that duplication of facilities and service is inefficient, uneconomical and contrary to public interest; that uniformity of operation is necessary for coordination and efficiency; that its policy is necessary in the interest of uniform and reasonable rates; that private broadcasters would "skim the cream" by constructing facilities in less costly areas and leaving the more expensive and less profitable operations to the carriers, and that the development of improved equipment and methods would be retarded if AT&T were forced to abandon its policy.

The telepohne company made plain that it felt a single common carrier—AT&T—should furnish all intercity video transmission service. But the Commission's proposed report, over-ruling the other major arguments of the telepohne company, over-ruled this one too. Referring to its February 1948 report

(Continued on page 85)

* * *

LEGEND

1. Cities with one or more authorized television stations
   - ● in operation on Dec. 7, 1948 and Aug. 1, 1949
   - ▲ in operation on Aug. 1, 1949 only
   - ● not yet in operation as of Aug. 1, 1949
2. Television Network Routes
   - —— network routes in service in 1949
   - - - network routes under consideration, 1950-1952
   - —·— coaxial cable in place and operating for telephone service, but not equipped for TV network operation

NOTE: Television stations in Riverside, California and Stockton, California, were deleted between Dec. 7, 1948 and Aug. 1, 1949.

THIS MAP, based on FCC official records as of Aug. 1, was prepared by the Commission to show the adequacy —or inadequacy—of the Bell System's intercity TV facilities. The map was part of FCC's proposed report labeling "unlawful" the AT&T policy against interconnection of its intercity facilities with those of private television broadcasters.

XUM

Du Mont

now originates in Chicago

The Du Mont Television Network

Telecasts from WGN-TV, Chicago as well as WABD, New York

For the promotion-minded Midwest, Du Mont offers every facility for producing the best in television through the studios of its Chicago affiliate, WGN-TV. National advertisers now have their choice of two originating cities, serving a list of stations which can be seen by 99% of the country's television receivers!

TELEVISION DUMONT NETWORK America's Window on the World

515 Madison Avenue, New York 22, N.Y. • Phone MUrray Hill 8-2600 • Copyright 1949, Allen B. Du Mont Laboratories, Inc.

ASCAP TV STALEMATE

NAB Sets Special Meeting Sept. 23

CURRENT stalemate in negotiations between NAB's Television Music Committee and ASCAP over a licensing formula to cover video contracts will be tackled head on by TV broadcasters in an 11th hour industry-wide conference slated by NAB. The meeting will be held in Washington, D. C., Sept. 23.

This was apparent last week as NAB President Justin Miller strongly urged each TV representative to "individually make its own decisions and participate in its solution at the meeting during which committee members will report on current progress with ASCAP. He warned that "the outcome of these negotiations will set a pattern for television broadcasters and affect their operation for years to come."

The present temporary license expires Oct. 1 and ASCAP has advised no further extensions will be granted, the NAB president pointed out. Since Dec. 31, 1948, TV stations have been operating on a temporary month-to-month basis at the request of the NAB TV Music group.

Notified of Meeting

Judge Miller notified TV broadcasters of the impending meeting in a letter last Thursday which recited briefly the progress to date and some of the factors involved in present negotiations, and which urgently called upon TV operators to meet to consider the "next steps to be taken." Conference will be held at the Mayflower Hotel on a Friday, three days before the FCC hearings on TV allocations, Judge Miller noted, making it possible for them to combine two meetings in one trip.

The rub in negotiations thus far with ASCAP has been NAB's desire to arrive at a blanket plus per-program licensing formula which could be recommended to TV operators. ASCAP maintains the per-program plan is a losing venture for its members. It agreed, however, on the blanket deal which compares to the AM rate after another 10% is added [BROADCASTING, July 18]. The agreement would not require clearing of special uses and paying special fees for such uses. When contracts are finally evolved by NAB and ASCAP, they will run from three to five years, retroactive to Jan. 1, 1949.

The TV Music Committee felt that the proposal for special fees for special licenses would establish a pattern which was "thoroughly impracticable and unacceptable" and that ASCAP placed too high a value on TV's use of music according to Judge Miller.

On the other hand, the Committee believes the blanket formula was an "acceptable proposal" but

EXCLUSIVE TV distribution of all Assoc. British-Pathe short subjects is granted in England to Hubbell Television Inc., of New York, by Thomas Ebeling (seated), ABP executive. Witnessing proceedings are (l to r) Kyra Hubbell, vice president and secretary; Richard W. Hubbell, president of Hubbell Television Inc., and Bob Richardson, managing director of Richardson-Hubbell Television Networks Ltd., Hubbell European affiliate. Under contract, Hubbell Television acquires rights to Pathe Films library. Pathe is producing film series for use by American stations [BROADCASTING, **Aug. 22**].

NAB's Board of Directors directed it to obtain alternative proposals of TV per-program licenses. Finally, Judge Miller named a station subcommittee, aided by Robert Myers, NBC assistant general counsel and chairman of the full committee, and called upon TV operators "controlled" by AM licensees to take part in ASCAP negotiations. A number of them, presently operating under per-program licenses with ASCAP, were unable to participate, the NAB president observed.

"The conclusion of per-program negotiations on a basis satisfactory to television station operators who intend to operate under or wish to consider per-program licensing is a vital necessity," he asserted. . . . "This problem is a *station* problem. . . . Only you . . . can make the next decisions. . . ," Judge Miller asserted.

He termed negotiations with ASCAP as "extremely complicated" by a number of factors including these: (1) ASCAP's TV agreement with its members permitted only two-year licenses ending Dec. 31, 1950; (2) rights obtained were much more limited than rights for sound broadcasting, with result of special licenses and special per-use fees for certain performances; (3) many ASCAP members feel combined visual-vocal use of a composition is of greater value than a mere vocal use; and (4) ASCAP insisted that differential in rates paid by networks and stations in AM was not justified.

The blanket deal agreed on by ASCAP-NAB and termed "acceptable" by the TV committee would mean in effect:

1. Licenses running for from three to five years (retroactive to January 1, 1949 as provided in the temporary licenses under which all television broadcasters using ASCAP music since the first of the year have been operating);
2. Retention of the AM local station blanket commercial rate of 2.25% and the network rate of 2.75% (with clearance at the source) based upon "net time sales" and subject to the 10% mark-up mentioned in (6) below;
3. As in AM, "net time sales" would be computed by deducting rate card discounts and rebates, 15% agency commission and 15% sales commission;
4. In the case of networks, the cost of inter-connecting stations (the counterpart of the present AM wireline deduction) would be allowed up to 25% of net time sales during the first two years, 20% during the third and fourth years and 15% during the fifth year. (Under the AM blanket agreements, networks deduct their full wireline costs. The costs of inter-connecting stations in television are so much greater than in AM that ASCAP feels compelled to put a limitation on the amount of the deductions in television);
5. Both local and network blanket sustaining fees would be computed on the AM basis plus the 10% mark-up mentioned in (6) below;
6. After the fees had been computed on the foregoing basis, they would be increased by 10%;
7. Co-ops would be accounted for as network programs without prejudice to the position of ASCAP and the broadcasters on the AM cooperative problem.

General Agreement

Asked to comment on the status of negotiations with ASCAP for TV licenses, Mr. Myers noted that general agreement has been reached between the TV broadcasters and ASCAP on the terms of a blanket license proposal.

When it came to per-program licenses, Mr. Myers reported ASCAP unwilling to follow the radio formula, which it believed had resulted in an unfair relationship between fees paid under the blanket and per-program license agreements. Attempts to find a new formula that would meet ASCAP's wishes and still be acceptable to TV broadcasters who prefer the per-program form of license have reached a point where the broadcasters committee feels it cannot proceed without direction from these station executives he said. All TV stations, licensees and CP holders are invited to attend, whether or not they are NAB members, he noted.

Mr. Myers declined to reveal any terms or details of the per-program licenses which have come up in the discussions with ASCAP. He said that until the meeting is held he has no way of knowing what the individual broadcasters will approve or disapprove and that any advance disclosure of suggested license details would be "unfortunate."

He pointed out that while only about 100 or 110 out of the 2,200 AM stations are operating under per-program licenses, these include

(Continued on page 64)

TV NETWORKS

July Time Sales Hit $614,468—PIB

COMBINED gross time sales of the four TV networks in July totaled $614,468, according to data released last week to BROADCASTING by Publishers Information Bureau. Video network time sales for the year to date are $4,838,688, PIB shows.

July video network billings are the lowest for any 1949 month since February. They reflect a drop of 19.6% from the $764,406 gross time sales for the TV networks in June, and are 30.4% below the billings of $882,526 in May, peak TV network month so far this year.

Data on individual TV network advertisers on which BROADCASTING bases its reports of billings by class of advertising, agency totals and other breakdowns, are available only on a quarterly basis. Therefore, the next such analysis of video network business will appear approximately two months from now, when PIB has completed its report for the first nine months of the year.

IS THERE A DOCTOR IN THE HOUSE?

We mean a "specialist" not a general practioner.

Radio and Television are highly competitive media. And since they began to vie for the advertising dollar, there has been an urgent need for "specialized" representation of each.

On the proven theory that one man cannot efficiently serve two masters, Blair-TV, Inc. was born.

We are specialists . . . TV sales specialists devoting 100 percent of our energy and talents to the sale of television time and programs.

Blair-TV, Inc. has developed its own sales technique which will mean more dollars for TV Station owners.

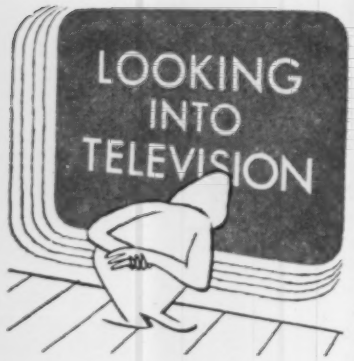
May we tell you about the Blair-TV "Ten-point Sales Plan?"

Write Blair-TV, Inc., 22 East 40th Street, New York 16, N. Y.

BLAIR TV INC.

NATIONAL REPRESENTATIVES OF LEADING TELEVISION STATIONS

NEW YORK • CHICAGO • ST. LOUIS • DETROIT • LOS ANGELES • SAN FRANCISCO



LOS ANGELES: Nearly 500,000 people saw Rams-Redskins professional football game August 26 over KTTV. Think of our audience this fall when we'll show *both* Rams (National League) and Dons (All-America Conference) games!

SCREEN star Alan Mowbray emcees a delightful quarter hour for us, titled "Hollywood In Three Dimensions." Show takes viewers behind the scenes for interviews with actors, song writers, technicians and others who help make movies.

KTTV viewers have been startled by technicians breaking "bottles" over Mowbray's head (made of sugar and water); they saw how Disney songs are written. Movie people like Sonny Tufts, Edgar Bergen, Stanley Kramer appear regularly.

Mowbray knows Hollywood, is the only "name" presently doing an intimate-type show. So happens it's available now. Ask Radio Sales.

YOU can't fool a television camera. And especially with young ones watching. Our "Cowboy Slim" is the real thing. Like the other night at the Hollywood Bowl. "Hoppy," Cisco Kid, Red Ryder and other western stars were there. But our Slim walks away with top laurels when he ups and throws a live bull. Kids loved it. A *real* cowboy (participations available).

77% of Los Angeles TV set owners also own their own homes. Solid people . . . people who buy.

KTTV
OWNED BY
LOS ANGELES TIMES — CBS
LOS ANGELES

ON DOTTED line go rights to *Hopalong Cassidy* TV films sold by WBAL-TV Baltimore to Schmidt Baking Co. of that city, as Carl P. Schmidt (l), president of the firm, affixes signature to the contract. Sitting beside him is James M. Kennedy, station's account executive. Show to run 6:30-7:30 p.m. Saturday and said to be first instance of individual sponsorship of program on East Coast. Account handled through E. J. Sperry Adv. Agency, Chicago.

ASCAP TV

(Continued from page 62)

many important station executives who hold firm convictions that any ASCAP contracts they sign should obligate them to pay only for the music they actually use. He cited Walter Damm, WTMJ Milwaukee; Harry Bannister, WWJ Detroit; Stanley Hubbard, KSTP St. Paul-Minneapolis; George Burbach, KSD St. Louis; Campbell Arnoux, WTAR Norfolk; G. Richard Shafto, WIS Columbia, S. C., and Earle Anthony, KFI Los Angeles as among those taking out AM per-program licenses from ASCAP. Most of these executives also head or will head TV operations, he noted, and presumably they will want the same sort of licenses in television broadcasting as well.

Asked if the Sept. 23 date was not uncomfortably close to Sept. 30, end of ASCAP's latest extension of a general TV license which the society has indicated would be its final extension without an agreement, Mr. Myers admitted that it was. Unfortunately, he explained, it is the first date when it is feasible to get the video broadcasters together.

Declines Speculation

He declined to speculate on ASCAP's reaction to the outcome of the session, whatever it may be. However, he said that throughout the whole series of negotiations since the first of the year, ASCAP has approached the problem on a friendly basis and negotiations have been conducted on a very high plane. If the video executives come up with a reasonable per-program proposal, there is a possibilty that ASCAP might be able to act on it before the 30th, he said. More probable, he added, would be a further extension of the present overall licenses while the contract terms were being drafted in final legal language.

Mr. Myers warned against discounting entirely the possibility that ASCAP music may not be available for TV use after the end of the month.

Once an agreement on the license terms has been reached, he said, the next step will be for the broadcasters to sign the license forms contingent on ASCAP getting the necessary rights from its members.

Members serving on the full committee are: Clair McCollough, WGAL-TV Lancaster, Pa.; William Fay, WHAM-TV Rochester, N. Y.; Donn B. Tatum, KHJ-Don Lee Los Angeles, Calif.; Theodore C. Streibert, WOR-TV New York; Robert L. Coe, WPIX New York; Joseph A. McDonald, ABC New York; Mortimer Loewi, DuMont New York; Julius F. Brauner, CBS New York; Robert P. Myers, NBC New York.

In addition, Mr. Coe represents Television Broadcasters Assn. on the Committee which has also been assisted by a number of others, including Don Petty, general counsel. NAB; G. Emerson Markham, WGY Schenectady (now director, NAB Video Division); Richard Shafto, WIS Columbia, S. C.; Lawrence W. Lowman, CBS New York; Edwin McCrossin, DuMont New York; Harold C. Burke, WBAL-TV Baltimore, Md.; William S. Hedges, NBC New York.

KECA-TV DEBUT

Seventh Video Outlet In Los Angeles

BOW of KECA-TV Hollywood, fifth TV outlet of ABC, will take place this Friday (Sept. 16) on Channel 7, marking Los Angeles as the nation's only city with seven operating TV stations.

On hand from New York will be Robert E. Kintner, executive vice president; Frank Marx, vice president in charge of engineering, and Ernest Lee Jahncke, vice president in charge of station relations. Frank Samuels, Western Division vice president, will be resident host.

Opening night will kick-off at 7 p.m. with a 15 minute dedicatory program featuring civic leaders. This will be followed by an hour variety program with Art Linkletter as m.c., sponsored by Union Pacific Railroad [BROADCASTING, Sept. 5]. At 8:15, the football game between UCLA and Oregon State College will be co-sponsored by the L. A. Dodge Dealers Assn. and Hoffman Radio & Television Corp. Tom Harmon will handle play-by-play on the game with Fort Pearson doing color.

Initially KECA-TV will operate on a schedule of 17 hours weekly, according to Mr. Samuels, telecasting five days weekly, Wednesday through Sunday. In November, when construction work on the network's 20 acre television center has been completed, this will be expanded to seven telecast days each week. According to present plan, the station will air about six hours weekly via kinescope, about two and one half hours weekly of film and the remainder of the 17 hours live.

When the kinescope equipment is installed and operating, Mr. Samuels predicts that the West Coast will then begin to supply the East with as many hours of programming as it receives. Among these, he pointed out, will be a top budget weekly variety show, to be produced by Richard Goggin, ABC Hollywood senior television producer.

WOW-TV

In Full Operation

WOW-TV Omaha, Neb., is giving regular service to an estimated 75-mile area, Bill Wiseman, promotion manager, reported last week in a summary of activities of the station which began operation Aug. 29.

The outlet, a member of the "non-interconnected" NBC-TV network, has a daily 8½ hour schedule. During inaugural day, greetings from Justin Miller, president of NAB; Nebraska and Iowa Senators and Representatives, and NBC officials were telecast. Ralph Edwards filmed a special *Truth or Consequences* TV salute to the station.

Also estimated by Mr. Wiseman was the number of "sets in use," which he placed at 4,000, after a vigorous two-months set sales campaign on WOW. The new outlet is the third of Radio Station WOW Inc. headed by John J. Gillin Jr., president and general manager. Other stations are WOW Omaha and KODY North Platte, Neb.

WOW-TV got off to a start with sports coverage of the American Legion "Little World Series" baseball tournament, 40 minutes daily from Nebraska and Iowa State Fairs. The station will carry all U. of Nebraska home football games from Lincoln using a special microwave relay setup. Also on its schedule is showing of the professional exhibition game in Omaha between the Los Angeles Rams and the New York Giants Sept. 14, other football games, and wrestling and hockey.

During the first week of operation, a half-hour musical variety show, *WOW Calling*, was carried by the station.

New staff appointments were announced. Joe Herold, former chief technical adviser, has been named WOW-TV manager, and Russ Baker will be production chief. Missing from the opening was President John Gillin who had been hospitalized for three weeks. He was to be taken to his home from the hospital for several weeks rest before resuming his duties. During Mr. Gillin's absence, Mr. Wiseman reports, Lyle DeMoss will act as general manager and also program director of all three stations.

TV...S.S.S.

When Mr. A. G. Doukas, VP of Metro Washers, had faith in TV to sell $50 portable household units . . . some experts took the dim view . . . but he brightly signed up for the Art Ford Show on WPIX . . . 11-12 p.m. Saturday nights.

Viewers were asked to telephone for a demonstration . . . kept phone lines warm with leads . . . and almost 100% were converted to *sales!*

After three weeks, the advertiser found costs so low . . . he is about to double his expenditures . . . **says TV is a Sensational Sales Success!**

WPIX has a range of result stories advertisers ought to know more about . . . from 10c toiletries for women to $400 air conditioning units bought by executives and professional men. Whatever your product or price range . . . WPIX makes sales . . . moves merchandise from shelves and selling floors . . . converts customers to cash.

W. B. DONER and COMPANY
Advertising
DETROIT CHICAGO NEW YORK
Eighteen East Forty-Eighth Street · New York 17, New York · MUrrayhill 8-2014

Mr. John A. Patterson, August 17, 1949
WPIX Inc.,
240 East 42nd Street,
New York 17, N.Y.

Dear Mr. Patterson:

There are so many things we don't know about Television Advertising it is heartening to be sure of one specific fact:

Our client, the Metrocle Machine Corporation, makers of the Metro Washer, portable household washing machine, is enjoying sensational success with the Art Ford show on WPIX.

And we don't mean "high Hoopers" when we say sensational success. We sell a $50 portable washing machine direct to consumers and we ask the WPIX audience to telephone for a demonstration appointment. After just three weeks on WPIX our cost per lead is so low that we, as you know, are about to double our expenditure.

But leads and sales are two different things. Even more gratifying is the fact that the leads from the WPIX audience are converted ALMOST ONE HUNDRED PERCENT into sales.

Mr. A.G. Doukas, vice-president of Metrocle Machine Corporation, deserves full credit for taking the plunge into Television against the judgement of many so-called experts. His sales records show that he - and WPIX - correctly judged your audience.

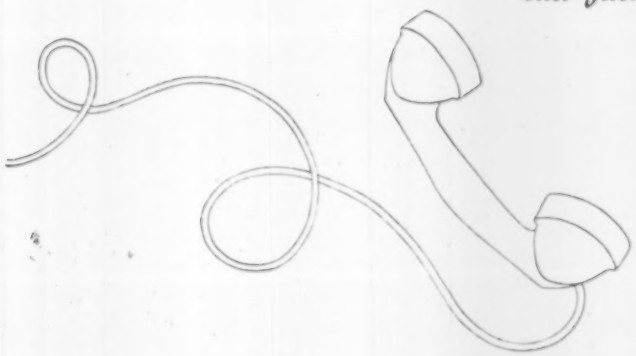
So - the next time an advertising tyro says to you "Television is nice, but does it get results," you tell him about Metro Washers.

Sincerely yours,
W. B. DONER and COMPANY
Charles M. Higgins
Charles M. Higgins
Executive Vice-President

. . . for full facts on open opportunities.

call Jack Patterson, Scotty Donahue,

or any WPIX representative . . .



WPIX CHANNEL 11

TELEVISION STATION of the NEW YORK NEWS

Telestatus

Color Techniques Explained

(Report 76)

ENGINEERING details on CBS and RCA "compatible" 6-mc color television systems, outlined last week to FCC and the public, disclosed that:

● RCA's system initially employs three color signals which are sequentially sampled electronically, combined, transmitted as one signal in time-multiplex fashion and reproduced simultaneously at receiver via triple-kinescope projection onto single screen. System stems from 1946 wide-band developments of RCA.

● CBS system can be either "all-electronic", "mechanical (disc type)", or combination of both, and that system "is not inherently a mechanical system as has been widely reported." All types of color camera and receiving apparatus reported thus far—including RCA, Color Television Inc. and Dr. Charles Willard Geer—could be employed in CBS system "with but minor adaptation."

The technical data, heretofore closely guarded, was supplied to the Commission Tuesday in reply to its request of a fortnight ago for more specific information [BROADCASTING, Sept. 5]. The move was a further effort toward solution of the color television enigma which shadows FCC's overall TV hearing to commence Sept. 26 and which has caused more than little concern in industry, Government and Congress.

Meanwhile, FCC last week granted Bamberger's WOIC (TV) Washington special temporary authority to commence tests Sept. 25 of the CBS color system in conjunction with that network and granted the latter's WCBS-TV New York authority from Sept. 7 to further test its color TV system there. Both authorizations are for 30 days.

The Commission also extended from Sept. 12 to Sept. 26 its deadline for acceptance of counter-proposals and oppositions to comments now pending on the general TV reallocation plan [TELESTATUS, Sept. 5].

Another development in the color field last week was the filing by Leon Rubinstein, New York color photography and optics expert, of comments on his system for compatible, all-electronic 6-mc color TV, based in part upon color photo-engraving principles. The system, claimed to be very inexpensive, employs Mr. Rubinstein's invention of special "screens" to be used in camera and receiver and for which patents have been requested. The brief was accompanied by petition for late acceptance in view of the patent situation and other matters.

The RCA system, technically explained by Dr. E. W. Engstrom, vice president in charge of research, RCA Labs. Division, initially was announced in late August by C. B. Jolliffe, executive vice president of the same division [BROADCASTING, Aug. 29]. RCA at that time indicated it was ready for mass production of all-electronic color. Color Television Inc. reported its technical details the same week and CBS had outlined its developments the previous week [BROADCASTING, Aug. 22].

RCA Explanation

In a step-by-step explanation of the system, the RCA brief said the color camera produces three signals, one for each primary color of green, red and blue. These signals may contain frequency components out to 4 mc maximum.

Each of these individual signals then follows two routes which later join. On the first route, each color signal passes through a low-pass filter which eliminates components above 2 mc. The three resulting 2 mc-or-less signals then are fed into an electronic commutator or sampler, described as a "new and outstanding engineering development" which samples each color signal 3,500,000 times per second.

A sampling pulse generator is an integral part of the commutator and makes use of the trailing edge of the horizontal synchronizing pulse to time the sampling of each of the color signals, the brief explained.

From the sampler the signals are fed into an electronic combining device called adder No. 1. Here standard synchronizing signals from the synchronizing generator are applied along with the "mixed highs" or the high frequency portions of the three color signals which come via the second route.

This second routing of signals, employing RCA's principle of mixed-high frequencies described in the color TV proceeding of several years ago, works in this fashion. The three color signals from the camera also are combined in what is termed adder No. 2 and are jointly fed through a band-pass filter. The output of this filter contains frequencies between 2 and 4 mc, with contributions from each of the three color channels. This output of mixed-highs then goes into adder No. 1.

Resulting adder No. 1 signal is fed into a low-pass filter which cuts off at 4 mc. The signal from this filter is applied to the modulator of a conventional VHF or UHF television transmitter. RCA explained the transmitter is used "just as existing VHF transmitters are used, with the same vestigal sideband filter, sound transmitter, diplexer, and transmitting antenna."

In the receiver the system works in reverse. However, the brief explained that the radio-frequency circuits, picture intermediate-frequency amplifiers, sound detector, sound intermediate-frequency amplifiers, discriminator and audio circuits are identical with those of conventional black and white sets. The color receiver in addition includes a sync separator, deflection circuits, sampling pulse generator, electronic sampler or commutator and three cathode-ray tubes or kinescopes having appropriate color producing phosphors.

CBS told the FCC that cameras thus far used and demonstrated have been disc-type to avoid problems of optical image registration, electrical image registration and light loss "inherent in 'all-electronic' cameras thus far suggested." However, it was stated, "the various types of 'all-electronic' cameras which have been suggested in connection with other systems could, if their technical performance should be satisfactory for such other system, be equally used with the CBS system."

Line Frequency Greater

Scanning frequency is departure in CBS system. Line frequency of 29,160 per second is cited as compared with 15,750 for standard black and white. In CBS system this gives field frequency of 144, color frame frequency of 48 and color picture frequency of 24. Field frequency of 150 is used in CBS's medical demonstrations to simplify problems with local power supplies, it was explained.

CBS explained the precise choice of field and line values rests largly on relative priorities to be accorded vertical and horizontal geometrical definitions, and if disc-type receiver is used, potential brightness without perceptible flicker. Reason for this interrelationship is "arithmetically inherent in any picture bandwidth," with 4.5 mc channel capable of providing maximum of about 8,000,000 changes in light intensity per second after deducting synchronizing pulses and flyback time. Increase on any one factor leaves fewer pulses for other two, it was said.

Assuming a 4.5 mc picture bandwidth and 405 lines with 144 fields, CBS said, number of picture elements along each line is 45% less than standard black and white pictures. Standard FCC synchronizing pulse is used speeded up to 29,160 lines and 144 fields. A color sequence phasing pulse is added each 1/48 second to phase colors of disc-type and all-electronic receivers with camera. If disc is used it contains 12 filter segments in camera, operates 720 rpm; in receiver, six filter segments, 1,440 rpm.

CBS pointed out its system employs standard broadcast transmitters and relays, "without modification," and cited recent demonstrations via WCBS-TV New York, WMAR-TV Baltimore and WMAL-TV Washington.

Existing monochrome sets can be adapted to receive CBS color signals in monochrome by means of "scanning adaptor" to increase line scanning frequency. CBS has developed an adaptor which can be plugged into existing tube sockets within the set, with displaced tubes being used in adaptor itself.

Once an existing monochrome receiver has been fitted with scanning adaptor, it can receive color when color converter is placed in front of the picture tube. Converter now used contains color disc, motor, automatic disc synchronizing unit and magnifying lens. CBS earlier estimated converters could be mass-produced for about $75. Network last week also added AVCO's Crosley Division to group to films making color receivers for demonstration before FCC.

Mr. Rubinstein's method of color television has variations known as Systems A, B and C. Systems A and B are termed all-electronic and claimed to be "simplest and least costly of all existing systems of color television," while System C is three-color filter system described as similar to other three-filter systems.

Existing transmitting equipment may be used for Systems A and B with only minor adjustments amounting to "less than $100 per camera." Existing receivers require only nominal adjustment to get color, costing $25-100 for equipment, excluding distribution and installation costs and depending upon size of kinescope window. Receivers not so changed would continue to reproduce monochrome from the color signal.

Mr. Rubinstein asserted the screen used in System A "produces an image of superior quality" while the screen used in System B, a form of which may also be optionally used in A, "produces a color image of even higher brilliance or a "wet" color. He explained the screen eliminates scanning lines and "gives the image the appearance of a continuous cinematographic projection."

No color filters are used in Systems A and B. Instead, in A, two adjacent screens are used in camera and in receiver. One screen is "inexpensive" Rubinstein creation, called "single dry metamorphosis screen", and other is additive color screen of from 175 to 250 color dots per square inch such as used in color photo-engraving.

Brief explained single dry metamorphosis "is a relatively thin film, about as thin as the ordinary photographic film, usually translucent when viewed at most distances, but becoming transparent when brought closer to the eye. It is also immediately transparent to anything placed in direct contact with it or within about a half inch from it." Actual composition was not revealed.

The screen has a relatively smooth surface, although when viewed through transmitted light "it appears broken up into a unique aggregation of innumerable minute lenticular elevations or mounds, which are separated by a network of irregular dark lines." Effect of these elevations, it was pointed out, "is to make light viewed through my screen appear like a multitude of brilliant intersecting spectra." Light passing through is referred to as "physically optically excited."

Mr. Rubinstein's brief was filed by George S. Elpern, attorney.

XUM

You can buy THIS . . . a lot or a little

Ruth and Don Gilpin, talented puppeteers, pull the strings that have all young Atlanta tied to WSB-TV.

Youngsters' birthdays are announced at Woody's daily cake-cutting.

Big hit of the show is the daily movie serial which is telecast during program.

Enthusiastic juvenile audiences participate in games and contests which are a daily feature on the Woody Willow Show. Waiting list is a mile long!

WOODY WILLOW

is the hottest salesman in the south

If your client's product it bought by children; if its purchase is influenced by children (and what family purchase isn't?)—then WSB-TV's Woody Willow is for you. Here's a top flight show, so brilliantly diversified in entertainment features that it has Atlanta's big juvenile video audience tied up tighter than a drum. Here's a rough on the format:

Time is 4:30 to 5:30 every afternoon, Monday through Friday. Highlight of the period is a serialized adventure in Puppetland featuring Woody Willow and other puppet characters. This is followed by audience participation games and contests for which prizes are awarded. Woody's announcement and celebration of his fans' birthdays is a daily feature also. Grand finale is Woody's daily showing of animated cartoons and movie serials.

Time may be bought in units of the full hour, 30 minutes, 15 minutes or 1 minute live or film announcements. The price is right. No production problems to worry you. For full details on outstanding sales jobs this show has done and is doing—for complete information on availabilities, contact WSB-TV direct or call your nearest Petry man.

wsb-tv

ON PEACHTREE STREET

WSB, AM AND FM, AND WSB ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA

THE BEST THAT YOUR MONEY CAN BUY!

WGN-TV offers you the finest, most modern transmission facilities in Chicago—meaning the best reception for your advertising message.

WGN-TV originates more *local programming* than any other station . . . and has more local time sold than any other. Advertisers know WGN-TV program originations do a selling job.

WGN-TV is TOPS in Chicago sports coverage . . . audience-building features that benefit all WGN-TV sponsors.

WGN-TV has the "know-how" and the technical equipment to smoothly carry out the most intricate scheduling. Here's a typical portion of a Sunday (August 14) schedule:

1:15-5:00 pm—Cubs Ball Game—
3 cameras

1:30-2:45 pm—Filming teeoffs
on 1st hole at
Tam O'Shanter
World Championship
Golf Match

3:00-5:30 pm—Studio rehearsal of
Mysteryland Players—
3 cameras

5:00-6:00 pm—Tam O'Shanter
World Championship
Golf Match—
3 cameras
Telecast of films
taken at 1:30 pm

6:30 pm—Set up 3 cameras
for rehearsal
and remote telecast of
"Stars of Tomorrow."

And that's not all:

6-8 pm, network shows; 8 pm, Mysteryland Players; 8:30 pm, locally produced newsreel; 9 pm, Stars of Tomorrow remote; 9:30 pm, film highlights of the day's ball game.

Yes, for the best that your money can buy, it's WGN-TV in Chicago . . . where Channel 9 is more than a number—it's a habit . . . with advertisers and viewers.

DUMONT WGN-TV CHANNEL 9 · CHICAGO CBS

STRATOVISION STORY DOCUMENTED

510-Page Volume Describes Work

TECHNICAL discussion of Stratovision as a method of networking television via airplanes, with exhaustive data on 14 months of testing in a B-29 plane, is presented by Westinghouse Electric Corp. and Glenn L. Martin Co., co-developers of the skyborne system.

The results of the costly research project are reviewed in a 510-page volume covering the second phase of Stratovision experiments. The system was originally announced Aug. 10, 1945 by Westinghouse and Martin officials.

First tests were conducted in a Lockheed bomber between Dec. 9, 1945 and Aug. 30, 1946, when measurements were made at ground stations on frequencies of 1 mc, 107.5 mc and 514 mc. This series of tests led to the conclusion that measured values of field intensity agreed with predicted values, and that effects of plane motion would permit a large airborne TV broadcasting system.

Second Tests

In the second series of tests—Dec. 5, 1947 to Feb. 17, 1949—actual pictures and sound were transmitted in a standard TV channel, with 37 flights logging 164 total hours of testing.

C. E. (Chili) Nobles, Westinghouse section engineer, prepared the report on the second series. The elaborate charts and tabular material are supplemented by reception reports over a wide area.

Westinghouse at the moment is not publicly testing Stratovision. The B-29 plane was turned back to the Army, which had provided the craft in exchange for propagation data covering high-frequency bands. Latest word from Westinghouse is that further work on Stratovision depends on FCC allocation of its request for a TV frequency. FCC has shown interest in progress of Stratovision and its engineers will have a chance to study the findings of the new report. Frequencies used by the plane's transmitters were TV Channel 6, 250 mc, 750 mc and 3300 mc.

Many observers who have watched the tests feel that Stratovision has been demonstrated as commercially feasible. Next step, it is agreed, depends on the economic practicability. Stratovision developers contend the country can have networked TV by this method at a fraction of the cost of cable and microwave relays.

WADE-FARNHAM

Film Firm Expands

REMOVAL to larger quarters has been announced by Wade-Farnham Productions, producers of commercial films now located at 15 West 46th St., New York.

The partnership of film producer Roger Wade and advertising agency executive Moulton H. Farnham, established last January, had not previously been officially announced, "because we were swamped with commitments and were too busy," Mr. Farnham told BROADCASTING.

Mr. Wade brought to the firm his clients, among which were included National Dairy Products Corp. (Sealtest), General Ice Cream Corp., Seagram Distillers, B & O Railroad and others. Mr. Farnham, veteran of 20 years in advertising, was copy chief of Blaine-Thompson Co. Inc., New York, and former account executive with McCann-Erickson Inc.

The firm specializes in TV commercials, animations, slide films and full length motion pictures. Accounts added since January include Chrysler, GE, Atlas Tires, Home Products International and First Brands Division of Schenley Distillers.

TV HAND BOOK

Covers All Video Phases

VIDEO HANDBOOK, by Morton G. Scheraga and Joseph J. Roche. Montclair, N. J., Boland & Boyce. 892 pp.

CLAIM made on the jacket, "Complete technical television hand book," is borne out by the contents. Fourteen sections cover past, present and future of TV: fundamentals; receivers; TV stations; antenna systems; creating programs; descriptions of modern receivers; installation of receivers; servicing; test equipment; receiver building; data section; television terms, and a bibliography.

The hand book is replete with technical drawings and photographs. Each section has been numbered for quick reference. Technical material is extensive, especially in the case of receivers and their installation and servicing. The co-authors have had extensive experience. Mr. Scheraga is with Allen B. DuMont Labs. and Mr. Roche is co-author of *Radio Data Book* and editor of *Radio Maintenance* Magazine.

DuMont Programs

EIGHTY PERCENT increase in volume of programming fed by DuMont Television Network to affiliates, as compared with summer schedule, began last Monday. James L. Caddigan, DuMont program director, said that three-fourths of fall network programming would originate at WABD (TV) New York and other fourth at WGN-TV Chicago.

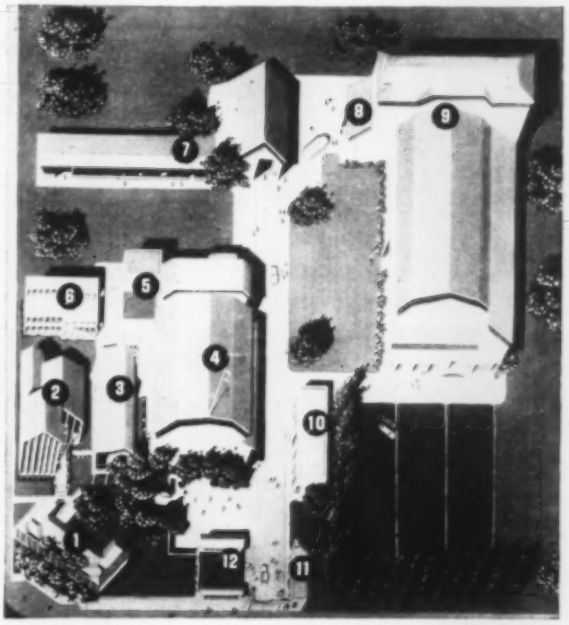
XUM

WORLD'S LARGEST TELEVISION STATION!

KECA-TV CHANNEL 7 LOS ANGELES

on the air September 16

ABC's FIFTH Owned and Operated Television Station in a Key Sales Market — Newest Link in the Powerful ABC Television Network



1. Executive offices
2. Sales, Auditing, Publicity, Promotion offices
3. Dressing rooms, Wardrobe offices
4. Sound Stage
5. Auxiliary Studio
6. Programming and Production offices
7. Maintenance
8. Auxiliary studio
9. Soundstage with theatre
10. Master Controls
11. Guard House, PBX Room, Receptionist
12. Fireproof film vaults

Now ABC—and only ABC—has its Owned and Operated television stations in five of the six major markets in America! Thus, ABC now offers you a distribution of TV stations that cannot be matched by any other broadcasting company.

And in Los Angeles, ABC offers you facilities unlimited—including:

- **Two largest television stages in the world (238′ x 105′ and 175′ x 94′), each with 4 cameras, complete switching arrangements.**
- **Two auxiliary studios.**
- **Two remote facilities set-ups, each with 3 cameras.**
- **Fully equipped theatre seating 300 people.**
- **Two rehearsal halls.**
- **Six private dressing rooms, complete facilities for male and female chorus groups.**
- **Complete 35-mm facilities.**
- **Complete 16-mm facilities with Balopticon, 2 slide cameras, small screening theatre seating 25.**
- **Complete audio facilities.**
- **Complete production department for building sets, props and handling lighting.**

ABC-TV gives you top service as well as top facilities. You buy from one—and only one—representative; he handles ALL your television problems.

The efficient way to sell your products is to use ABC-TV

. . . in New York WJZ-TV Channel 7
Giant television center
. . . in Chicago WENR-TV Channel 7
Tallest TV Tower in Chicago
. . . in Detroit WXYZ-TV Channel 7
Detroit's most modern equipment
. . . in San Francisco KGO-TV Channel 7
1362 feet above sea level
. . . in Los Angeles KECA-TV Channel 7
A 23-acre TV studio

ABC TELEVISION

American Broadcasting Company

PEORIA VIDEO

WMBT (TV) Relinquishes CP

REQUEST was filed with FCC last week by Peoria Broadcasting Co., licensee of WMBD Peoria, Ill., to relinquish the construction permit for its television station WMBT (TV) there. No reason was given for the action.

Originally granted in July 1948, WMBT is assigned Channel 6 (82-88 mc) with power of 17.2 kw visual, 8.6 kw aural. Its present extension of construction authorization will expire Sept. 29. Considerable sums already have been spent by Peoria Broadcasting, headed by Edgar L. Bill, on television facilities. New AM studios have been equipped with wiring and conduits for TV, large auditorium studio has been included and transmitter plant and antenna facilities have been made to include TV.

With deletion of WMBT there would be no television facility left at Peoria. FCC earlier approved cancellation of the permit of WEEK-TV Peoria, associated with WEEK there. No TV applications are pending.

WALCO television tower, reportedly strongest television tower per pound available, can be erected to height of 120 ft. or more by one person. Tower is helpful in obtaining clear TV signal in non-television or "fringe areas."

FOR SMART TELEVISION COMMERCIALS

1 VV RESPONSIBILITY

2 GET PRICES FROM VIDEO VARIETIES BEFORE YOU ORDER FILMS

SYMBOL OF VV RESPONSIBILITY

VIDEO VARIETIES CORPORATION

OFFICE
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NEW YORK
MURRAY HILL 8-1162

DISCUSSING '49, *Magazine of Televising* show are camera-arresting Rita Hackett (1) and John Murphy, manager of WLWD (TV) Dayton, O., in the new radio and television audition room of the Hugo Wagenseil Advertising Agency, Dayton. The agency, which handles the show for the Anderson Piano Co., held Open House displaying to the public its enlarged facilities in the Talbott Bldg.

TV COMMITTEE

SWG Names Seven Members

SCREEN Writers Guild last week named seven members to represent it on the proposed 13 man West Coast committee of the National Television Committee of the Authors' League of America. Appointed were Oliver H. P. Garrett, Morgan Cox, Valentine Davies, Sheridan Gibney, John Larkin, Emmet Lavery and Mary McCall, Jr.

Yet to be named to West Coast committee are three representatives from Radio Writers Guild; two from Dramatists' Guild; one from Authors' Guild. Group will negotiate television writers' contracts on West Coast as will its counterpart in East, according to plans set down at recent Authors' League meeting in New York.

DuMONT'S PLANT

Slated to Open Sept. 26

OFFICIAL dedication and opening date for the new Allen B. DuMont Labs television receiver assembly plant in East Paterson, N. J., has been set for Sept. 26, President Allen B. DuMont announced last Tuesday. Plans for the afternoon ceremonies will be announced shortly.

The plant, containing more than 480,000 square feet of floor space, was purchased for $1,350,000 from the War Assets Administration last December. It was formerly a Wright Aeronautical plant. DuMont is spending more than $750,000 in preparing the building for its operations.

Film Report

ALL-SCOPE, Inc., Hollywood, producing six one-minute TV film commercials for Los Angeles **Dodge Dealers Assn.** to be placed on telecasts of football games on KECA-TV Los Angeles. **Fran Harris** handling production. Agency: **Ruthrauff & Ryan Inc.**, Hollywood. . . . **Sterling Films Inc.**, New York, has moved to 61 W. 56th St., where larger quarters house all departments including newly added TV and educational division. New telephone number is Judson 6-3750.

Braumeister Beer, Milwaukee, has purchased series of 26 open end, one-minute spots, produced by **Gerald A. Bartell Assoc.**, same city. Spots will be placed on WTMJ-TV Milwaukee through **Allen Rieselbach Adv. Agency** that city. . . . KGO-TV San Francisco has signed with **Telefilm Inc.**, Hollywood, to show *Roving Camera* series. . . . KRON-TV San Francisco, has contracted for series of 26 musicals, *Paradise Island*, with **Jerry Fairbanks**, Hollywood.

Fred Mandl, Princeton Film Center, Princeton, N. J., has returned to U. S. after six months photography junket through mountains and jungles of South America. Mr. Mandl directed photography for film on transportation, "Venezuela on the March," which is due to be released this fall. . . . **Jack Chertok**, president of **Apex Film Corp.**, Los Angeles, is in Minneapolis discussing production aspects with executives of General Mills, of *Lone Ranger* series currently being produced for that company. . . . **Filmtone**, Hollywood, has been signed to make weekly 30-minute film version of *Life of Riley* which will be sponsored by **Pabst** over NBC-TV Network.

Marc Frederic, formerly merchandising executive with Kay Jewelry Co., Washington, D. C., has formed **Hollywood Television Enterprises** at 915 N. La Cienega Blvd., Los Angeles. Phone Crestview 5-6609. Firm will produce and distribute television and 16 mm commercial films.

United Productions of America, Hollywood, currently producing spots for **Pontiac, Union Oil Co.** and **Timken Roller Bearing** for video. . . . **Derick Williams**, production supervisor of **Vizio Ltd.**, English TV film company, has returned to England after several weeks in New York. He plans to start immediately on detective series company will produce for U. S. distribution through **Hubbell Television Inc.**, New York. Titled *The Man Who Walks By Night* and *Scotland Yard Reporter*, series comprise half-hour TV programs.

Atkins-Gilbert Inc., Hollywood, doing series of six one-minute television commercials for **Catalina Inc.** (swimsuits), that city, for national distribution on co-operative basis. Series will include films taken at Atlantic City beauty contest. Agency: **David S. Hillman Inc.**, Los Angeles. Firm also has started six one-minute commercials for **Langendorf United Bakeries Inc.**, San Francisco. Agency: Biow Co., San Francisco.

KTTV SURVEY

Tavern TVs Checked

SURVEYING the bars of Los Angeles county, KTTV (TV) Hollywood reports that 11% of the area's 3,000 bars responded to a questionnaire which showed that only 3% of those responding did not have television sets.

Of the sets installed, station reports that 35% are RCA; Philco with 25% and other brand names spread out. In answer to query of which television night has been best, Friday winds up on top followed closely by Saturday. The station points out this is in sharp contrast to the East where Tuesday is reportedly the top tavern night.

TUBE COSTS

WTMJ-TV Uses Check System

TUBE costs being one of the major expenses of television operation, The Journal Co., owner of WTMJ-TV Milwaukee, set up, prior to inaugurating TV service, a system for keeping a continuing record of these costs.

In the system, original tubes are considered part of plant investment. All spare tubes and replacements are charged to the inventory account. As a tube is retired from service it is replaced with one from inventory and the price of the tube is credited to the inventory account and charged to operating expense.

Where the replaced tube has not been used for its guaranteed life, the credit and charge are held in memo form until the manufacturer's credit is received and then the credit and charge for the replaced tube are finally entered.

In order to keep a record of each tube, each camera is equipped with an electrical counter. These counters are used for all tubes having a value $100 or more. Result is that at any particular time the hours of use for each tube are available.

The Journal Co. carries as spares 14 camera tubes for its five cameras and two spares for each of the transmitter tubes.

Some results of an 18-month check:

WTMJ-TV TUBE LIFE

Based on Tubes Retired from Service Between Dec. 1, 1947 and June 1, 1949

ORTHICON TUBES	
Model 2P23—(Old Field Camera Tube)	
8 Tubes	
Maximum Hours	—1032
Minimum Hours	—74
Average Life	—574
Total Net Cost	—$8389.00
Cost per Hour	—$1.83
Model 5655—(First Studio Camera Tube)	
4 Tubes	
Maximum Hours	—1336
Minimum Hours	—480
Average Life	—427 Hours
Total Net Cost	—$5200.00
Cost per Hour	—$3.04
Model 5769—(Field and Studio Camera Tube)	
1 Tube	
	—673 Hours
Net Cost	—$1200.00
Cost per Hour	—$1.79
All Models	
13 Tubes	
Maximum Hours	—1336
Minimum Hours	—74
Average Life	—537 Hours
Total Net Cost	—$14789.00
Cost per Hour	—$2.12
ICONOSCOPE TUBES	
Model 1850A—Film Camera Tube)	
1 Tube	
	—550 Hours
Net Cost	—$500.00
Cost per Hour	—$0.91
TRANSMITTER TUBES	
Model 8D21	
4 Tubes	
Maximum Hours	—2350
Minimum Hours	—551
Average Life	—1379 Hours
Total Net Cost	—$6303.00
Cost per Hour	—$1.14

BUILT-IN antennae and new eight and one-half inch tube receiver were highlights of 1950 television lines unveiled by Motorola Inc., Chicago, at New York press showing. Twenty-two models make up firm's 20th anniversary line including company's first entries into "Luxury Line" market.

METROPOLE

Lauds Video Results

APPEALING to the housewife's natural laziness by offering to do her laundry free of charge via demonstration of its $50 portable washing machine, Metropole Machine Corp., New York, is having "sensational success" with its participation spot demonstrations on WPIX (TV) New York. Metropole has therefore doubled its expenditure with the station.

The advertiser, who has been converting the WPIX leads nearly 100% into sales, has been using time on *Art Ford's Saturday Night*, musical variety show. Presentation includes studio demonstration of the washer and direct sales talk by Mr. Ford.

"After three weeeks on WPIX," wrote Charles M. Higgins, executive vice president of Doner & Co., New York, the Metropole agency, "our cost per lead was so low that we decided to double our expenditure." He added that his firm was convinced that television got results.

. . . Like Kate's Moon

MOUNTAIN jumping isn't supposed to be a telecasting feat but reports from Utah are baffling the books. KDYL-TV Salt Lake City has received letters and cards from mountain-locked towns in the state indicating TV is being enjoyed there as much as in big-city areas. Typical are comments from Provo and Tooele, both under 40 air miles from Salt Lake but set apart by high mountains. Mt. Timpanagos, 11,000 feet skyward and one of Utah's highest peaks, stands directly between the station's transmitter and Provo in Utah County. And Tooele is behind the Oquirrh range which has one peak 9,500 feet high, supposedly a block to TV reception. But the towns' residents report good TV reception. Aside from height, the following distances of telecasting from Salt Lake have been indicated: San Diego, Calif.; New Westminster, B. C.; Fort Smith, Ark., and Duncan, Okla.

WORKERS ASK

Lift of TV Freeze

PETITIONS and postards calling for a lifting of the television licensing freeze on economic grounds are pouring in upon FCC from the Camden, N. J., area literally by the hundreds.

"This freeze is affecting the job security of the workers in the industry and threatens the welfare of the entire community," declares one of the petitions carrying hundreds of names.

The movement apparently is being sparked by the United Electrical, Radio & Machine Workers of America (CIO), whose Local 103 at Camden is among the petitioners. It was estimated 800 postcards alone had been received, aside from petitions which have that many names or more.

The freeze was imposed in September 1948 to permit the Commission to review and revise its television standards. Authorities now see little chance of this being completed before Spring 1950 at the earliest.

Lutheran TV-Radio

RADIO committee of the Lutheran Church, Missouri Synod, will hold its second annual general television and radio conference Nov. 9-10 at Claridge Hotel, St. Louis, Mo. General purpose of the conference will be the development and improvement of radio work in the church. Hotel reservation blanks may be obtained by writing to the radio committee of the Lutheran Church, Missouri Synod, attention Rev. H. H. Hohenstein, KFUO St. Louis 5, Mo.

LIBBY PLANS

To Air TV Show Sept. 30

LIBBY, McNeill & Libby, Chicago, will sponsor a half hour weekly series, *Auction Aire*, on ABC's eastern TV network, Friday, 9-9:30 p.m., effective Sept. 30. The program is the first television auction in which home viewers will be participants. The home audience will be invited to bid, with labels from Libby products purchased in neighborhood stores, for objects displayed on the screen.

Jack Gregson will oversee the bidding and put up for sale everything from automobiles to zebras. During the course of the half hour, Mr. Gregson will put up countless valuable products for which viewers will bid via local telephone calls to the station. Calls automatically will be transferred to a switchboard on the stage at the TV studio in New York, where bids in Libby labels will be accepted by Auctioneer Gregson. To the highest bidder will go objects for sale.

Show will be seen in New York on WJZ-TV, in Philadelphia on WFIL-TV, Boston WNAC-TV, Baltimore WHAM and in Washington on WMAL-TV.

J. Walter Thompson, New York, is the agency. Program is owned and packaged by Masterson, Reddy & Nelson.

KGW
KGW-FM
PORTLAND, OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Mr. Graham Black
Prater Advertising Agency, Inc.
St. Louis, Mo.

Dear Graham:

Here's a few thin's 'bout WCHS you fellers ort ter keep in mind. Fust, they's more'n 22 thousand famblies in th' city o' Charleston an' goodness know many's outside town. But th' really surprisin' thin' is thet these here famblies averaged nearly 56 hunnert dollars apiece durin' 1948! Now thet's hard ter beat, Graham, an 'it means a lotta money ter be spent down here. On toppa all thet, WCHS has 60 percent more lisseners in this here fine market then any other station! Now, add all thet ter th' folks outa town what lissens ter WCHS with her 5000 watts on 580, an' you've got a real market, b'lieve me!

Yrs.

Alay

WCHS
Charleston, W. Va.

Local Know-How Proved By Station's Own Mail

That a station knows what makes listeners respond is proved when the station's sustaining programs are among the leading mail pulls. And at WLS Chicago that's true in summer as well as any time of year.

The first week in August, the weekly WLS "Stumpus" program topped all mail pulls—3,174 letters, sending the year-to-date mail to 177,757! Another WLS-built feature, "Children's Hour," has pulled 26,341 letters this year . . . "Man About the House," week-end household hint program, 11,280 letters.

The station's total mail through August 6 was over 650,000 letters—well on the way to a million letters for the *twentieth year!*

Advertisers, too, are inundated with this proof of listening. A jar maker received 12,000 inquiries . . . food company 15,000 . . . insurance company 12,000 . . . and a household item 28,000 direct sales to WLS listeners.

Here's further proof that a station which knows its audience—a station like WLS Chicago—*gets results*—at any time of day or year, with any *WLS-built* program. That's a thing to remember—that *WLS Gets Results!*

WLS
The Prairie Farmer Station
Chicago 7

Represented by John Blair & Company

Adv.

Production

KEN BOULTINGHOUSE, formerly WIKY Evansville, Ind., joins WROY Carmi, Ill. as program director.

BOB RESPESS appointed chief announcer and promotion director of WHOK Lancaster, Ohio. **DAVE COLLINS** named music and farm director for station.

ED PALEN, formerly program director of WAKR Akron, Ohio, appointed program coordinator for Yankee Network owned stations in Worcester, Mass.; Providence, R. I.; Portland, Me.; Hartford and Bridgeport, Conn. He also was program director of WCFL Chicago, WJW Cleveland and general manager of WFRP Savannah, Ga.

Mr. Palen

BILL CARPENTER, formerly of WMBZ Saranac, WSNY Schenectady and WHAM Rochester, N. Y. and KLO Ogden, Utah, joins WGY Schenectady, N. Y. as announcer.

JOE GRAYDON, singer, will be featured in half-hour musical show *Joe Graydon's Music Shop* to start in October on KLAC-TV Los Angeles. Show, to run 13 weeks, is Jack Creamer of Hollywood package.

LARRY LAWRENCE, formerly of WSTC (was WSRR) Stamford, Conn., NBC, WNEB Worcester, Mass. and WKBS Oyster Bay, L. I., joins WKBW Buffalo, N. Y. as disc jockey.

MAURICE MURPHY, formerly writer and dialogue director for Warner Bros. Studios, joins CBS Hollywood as associate director on telecast *Ed Wynn Show.* Other additions to CBS television staff are **GUS PETERSON,** formerly director of photography for several motion picture studios, as lighting supervisor; and **JOHN GOETZ** as floor manager.

CARY H. SIMPSON, for two years program director of WHUN Huntingdon, Pa. and more recently with KCOW Alliance, Neb. in similar position, named program director for WMRN Marion, Ohio.

JACK PARKER, formerly assistant production manager for Wilding Picture Productions, joins KTLA (TV) Los Angeles as assistant director of programs.

LARRY GOODWYN, former member of staff of WTAW, Texas A & M station, joins KTSA San Antonio, Tex., as announcer to handle news and sports. **PHIL ALEXANDER,** formerly with KRIO McAllen, Tex., joins station as continuity manager.

ALLAN KURMAN resigns from KVER Albuquerque, N. M. announcing staff to devote more time to his education.

ALBERTA HACKETT, formerly with Compton Adv. Inc., Los Angeles, as business manager and producer of CBS *Guiding Light* joins KTTV (TV) same city, as traffic manager. Prior to joining Compton, Miss Hackett was with NBC New York as production manager.

BERTIE NICHOLS, formerly freelance public relations counselor and before that women's editor for NBC Western Division, has joined CBS Hollywood press information staff as photo editor. She replaces **MARJORIE HAMILTON,** resigned.

EARL STEVENS of KTSL (TV) Los Angeles staff and **BETTY FALK,** Don Lee, Hollywood receptionist, were married Sept. 10 in Hollywood.

FREEMAN GOSDEN of CBS *Amos 'n Andy* show is the father of a boy.

COMER HEINE, assistant producer of Don Lee network's *Ladies First* is recuperating following recent operation at Hollywood Presbyterian Hospital.

RCA CAMPAIGN

Ad Drive Opens Sept. 20

RCA VICTOR, Camden, N. J., Sept. 20 launches an "all-out" advertising, promotion and sales drive which will be carried through the Christmas buying season.

Drive will be marked by a national spot announcement campaign which, during the first week of the schedule, will use approximately 30 major radio stations to broadcast more than 700 announcements of the new price offer of $12.95 for Victor's 45-rpm record-playing attachment (Model 9JY).

RCA Victor's *Kukla, Fran and Ollie* TV program, carried three days a week over the NBC-TV network and scheduled in 43 cities, will also be used in the campaign, as well as all national magazines on the company's fall advertising schedule.

SCOTUS

Gets Gag, Little Rock Cases

THE U. S. Supreme Court will have before it two cases having important bearing on the broadcasting business when the highest tribunal convenes in October.

Papers have been reported ready for filing in the Arkansas Supreme Court decision upholding Little Rock's city tax on radio stations [BROADCASTING, May 30]. The case, titled *Vinsonhaler vs. Beard,* is being appealed on the ground that broadcasting is essentially an interstate business and not liable to such a local tax. This appeal follows long-established Supreme Court doctrine.

Second appeal comes before the highest court in the form of a request by the State of Maryland for a writ of certiorari in the Baltimore Gag case. The Maryland Court of appeals last June 9 held 5-to-1 that the Baltimore court ruling restricting broadcasting of crime news was invalid.

In this case the appellate court overruled a decision of Baltimore criminal court. The lower court had held three Baltimore stations—WFBR, WCBM and WITH—guilty of contempt for broadcasting officially released news about the arrest and confession of an indicted murderer who later was convicted.

The Maryland appeal contends the prisoner was denied right to an impartial jury trial because of the broadcasts and notes that the question of the influence of published or broadcast matter on prospective jurors has never been decided in the Supreme Court. The state contends that the appellate court relied on Supreme Court decisions applying to effect of publicity on judges rather than impact on potential jurors.

Appoints D & D

HOUSE Beautiful Curtains Inc., New York, has appointed Dinion & Dubrowin Inc., also New York, to handle its advertising. Firm will "test television fully" by buying experimental time, spots and participations.

The best minds MIND BEST
this advice:
In Memphis
Buy
WMPS
10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES
AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
RADIO REPRESENTATIVES, INC.

Promotion

CLIMAX of full scale promotion for *Cisco Kid*, Frederic W. Ziv Co. show, on WTWN St. Johnsbury, Vt., came about when two station announcers garbed themselves as Cisco and Pancho and rode horses through center of town. Signs on horses and announcers' backs told name of program and air time. Show is sponsored in St. Johnsbury by George H. Cross Baking Co., that city.

Club Picnic

OVER one thousand members of Eager Beaver Radio Club held their first annual picnic as guests of WOC Davenport, Iowa. Club is part of station's early morning program *Wake Up With Music*, and numbers over 4500 members representing 70 communities in station's listening area. Contests and games for all age groups with prizes awarded by program's sponsor, Petersen Harned Von Maur department store, were featured. Presentation of awards to winners was tape recorded and aired on WOC same evening. Ice cream and soft drinks were served by station to club members.

'Foneholder' Mailing

PLASTIC Foneholder, enabling telephone users to hold phone without use of hands, has been mailed to trade by KGER Long Beach, Calif. Holder has station's call letters, phone number and location stamped on it, and was accompanied by small card reading, "Greetings! This Ruberlyke Plastic Foneholder is sent to you with our compliments, RELAX during your phone calls."

No Wrong Numbers

YOUNG LADY who tells Pittsburgh telephone users they have "dialed incorrectly" when they forget to add new figure "1" to all city's exchange letters, has transcribed messages for WWSW Pittsburgh for promotional purposes. Listeners, accustomed to hearing girl's voice on telephone reminding them of new phone numbers, hear her over station with such remarks as, "You have dialed correctly. This is Pittsburgh's twenty-four hour voice where you hear sports, music and news night and day."

Promotional Idea

BRIGHT FOLDER, with cover showing drawing of women grouped around CBS mike and headed "What's the big IDEA", is being sent to trade by Columbia Pacific Network. Folder gives format of *Meet the Missus* show, and remarks, "Big ideas make the difference between Columbia Pacific and other Coast networks. Ideas in programs, production and promotion. . . ." Back of folder is graph with line showing sharp climb upward, and is signed, "Columbia Pacific . . . the *idea* network."

WBIG Market

HEADED by crest with call letters of WBIG Greensboro, N. C. and its network affiliate, CBS, station's current mailing features summary of Piedmont marketing area. Also included in folder is picture of Greensboro and short description of its business and industrial opportunities, station's Hooperating, and picture of new general manager.

WHEN Disc Jockey Easy Gwynn of WIBC Indianapolis, Ind., went on vacation, he asked listeners to write fourth line to three-line jingle concerning his trip. Shown looking over 15,455 entries are Mr. Gwynn (seated) and Sid Collins, who substituted for him during contest.

* * *

Gold Rush

ADVISING that "there's gold in California's Northern Valley," KXOC Chico outlet of CBS tells how CBS programs may now be heard by the one third million people living in northern part of state. In golden folder, station has prepared presentation showing how this vast market can be reached via CBS and Chico. Market data reflects area's population growth, its food and drug sales as well as comparative data with other areas in the country.

Distribute Booklet

UTILIZING their booth at Minnesota State Fair for promotional as well as broadcasting activities, WCCO Minneapolis distributed 50,000 booklets celebrating station's 25th anniversary. Twenty-page brochure traces station's development and includes biographical sketches of personalities and highlights in its history.

Personnel

JOANNE PASKINS replaces **MARILYN LASSEN** as WGN Chicago public relations representative on station's television staff. Miss Paskins worked previously at J. Walter Thompson, same city. Miss Lassen has been transferred to television continuity staff.

CODY PFANSTIEHL, director of press information and promotion for WTOP WTOP-FM Washington, will conduct course in basic public relations at Institute of Contemporary Arts, same city.

MARK FINLEY, public relations director of Don Lee Broadcasting System, named commanding officer of reserve unit of AFRS in Hollywood. A lieutenant colonel in reserve, he is veteran of World War II, with more than 18 years reserve service.

'TOUCHDOWN TIPS'

NBC Series Sales Increase

SALES for *Touchdown Tips*, NBC Radio Recording Division's fall football series show a sharp increase over the program's sales this time last year, according to Wade Barnes, the division's manager of Thesaurus and syndicated sales.

Most of the subscribers so far this year, both stations and advertisers, are people who bought the show in 1948, Mr. Barnes said.

The program, 13 quarter-hour periods, presents Sam Hayes and his predictions on contests and other football information.

FORTUNE POPE

Leaves WHOM Post

FORTUNE POPE, executive vice president of WHOM New York and vice president and treasurer of Colonial Sand & Stone Co., effective immediately will devote his full time to the latter firm due to its expanding operations.

Both WHOM and Colonial contracting companies are owned by Generoso Pope, father of Fortune Pope.

Gene Pope Jr., currently editor of *Il Progresso Italo-Americano*, also a Pope enterprise, will succeed his brother Fortune as executive vice president of WHOM.

see
CENTERSPREAD
this issue
•
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

Last Chance!
FREE
To New Subscribers
until September 15

MARKETBOOK
SPOT RATE FINDER
ESSENTIAL MARKET FACTS

MARKETBOOK
SPOT RATE FINDER
SPOT RADIO FIGURES

MARKETBOOK
SPOT RATE FINDER
RETAIL SALES BREAKDOWN

MARKETBOOK
SPOT RATE FINDER
COUNTY, STATE FIGURES

MARKETBOOK
SPOT RATE FINDER
AM FM TV STATION DATA

MARKETBOOK
SPOT RATE FINDER
SERVICE FOR A YEAR

MARKETBOOK
SPOT RATE FINDER
SINGLE COPIES $1.00

MARKETBOOK
SPOT RATE FINDER
FREE TO SUBSCRIBERS

MAIL COUPON TODAY

$7.00 1 Yr. $12.00 2 Yrs.
Send me 52 weekly issues, 1949 MARKETBOOK, and 1950 Yearbook in January.
NAME
STREET
CITY ZONE STATE
I ENCLOSE $_____
PLEASE BILL ME ☐
BROADCASTING • TELECASTING
Nat'l Press Bldg., Wash., D. C.

LATEST HITS

from RCA VICTOR

...special "DJ" couplings for your platter shows*

BILL Lawrence

Jealous Heart

If You Ever Fall In Love Again

DJ-760

FREDDY Martin

My Own, My Only, My All

Love Is Such A Cheat

DJ-761

COUNT Basie

She's A Wine-o

Slider

DJ-762

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

Programs

TWO DOLLAR giveaway is one angle of format of *Return Engagement* show on WFBR Baltimore. M. C. Brent Gunts offers prize for every listener's record he uses on program. Collectors send in lists of titles and artists on recordings made 20 to 30 years ago. Whenever something good is seen, Mr. Gunts writes listener enclosing prize money and telling him to send record along to be aired. Show is broadcast five nights weekly.

New News Angle

PULITZER prize-winning cartoonist, Vaughn Shoemaker of *Chicago Daily News* is featured on 15-minute TV program over WNBQ (TV) Chicago. Each Wednesday, Mr. Shoemaker draws "Cartoon of the Day" which will appear in *News* following day. While drawing, artist discusses news background and implications of his cartoon.

For Sale!

CANARIES, trumpets and antique lamps are bought and sold over *Bargain Counter* show via WNMP Evanston, Ill. Daily 15-minute "good will" show has "want-ad-of-the-air" format, and offers without charge items listeners want to buy or sell. All letters are combed before airing by Manager Angus Pfaff.

Your City

SEMI-monthly program series on WPIX (TV) New York will survey city's governmental departments. Programs will originate from studios or, when convenient, remote locations, and concern housing, health, hospitals, transportation and fire and police departments.

Stockholders' Meeting Aired

ANNUAL stockholders' meeting of Pillsbury Mills, Minneapolis, was heard via WCCO Minneapolis. Approximately 80 stockholders and stockholders' representatives participated, giving listeners opportunity to see inside workings of big business and its methods of operation.

TV Style Show

HOUR LONG show of 100 creations from Christian Dior's 1949 fall collection of women's fashions was shown to thousands of style-conscious women via WLWT (TV) Cincinnati. Show was sponsored by Gidding's Department store of Cincinnati, and program originated from their salon, being picked up by station's mobile unit and relayed to studios.

MILES REPRODUCER Co., New York, announces development of "Recordall," new self starting and stopping, volume controlled, portable recording instrument, product of 25 years of company research.

CALVERT CORP.

Opposes Radio Liquor Ads

CALVERT Distillers Corp. has gone on record, in effect, as opposed to liquor advertising on radio and television with the announcement that "under no circumstances" would it change its 14-year policy as a matter of "public interest."

The announcement was made by W. W. Wachtel, president of the firm, at its annual management conference in Montauk Point, L. I. Simultaneously the company announced its plans for the fiscal year begun Aug. 1, which call for an increase in newspaper ads. Calvert's ad budget, handled through Lennen & Mitchell and Geyer, Newell & Ganger, both New York, runs close to $2 million annually.

Mr. Wachtel pointed out that Calvert's stand was supported by a number of other distillers who agreed not to use radio for advertising 14 years ago after "considering what was best in the public interest." Calvert is a member of the Distilled Spirits Institute which has opposed the threatened entrance of Schenley Distillers, a non-member, into the radio and TV field [BROADCASTING, Aug. 1, 8, 15, 22].

Meanwhile, spokesmen for the House Interstate & Foreign Commerce Committee foresee no action in this session on the Crawford bill to restrict radio and TV media for liquor ads. Authored by Rep. Fred Crawford (R-Mich.), the measure (HR 6111) would expressly forbid their use through an amendment to the Alcohol Administration Act [BROADCASTING, Aug. 29].

Authorities for the Alcohol Tax Unit, which supervises spirits advesting in part, have termed the Crawford legislation as "inevitable" and pointed out that the now-defunct Federal Alcohol Administration, whose functions now are vested in the Tax Unit, had recommended as far back as 1938 and 1939 a curb on radio advertising of all liquors, wines and beers by amending its act.

Respects

(Continued from page 46)

Signal Corps in 1917, the younger Compton was delighted to receive his code practice outfit and radio books. Deligently Robin practiced code and studied the "Duck" catalogues of values and bargains in wireless parts. Lack of funds, however, prohibited his joining the amateur ranks.

When the Comptons moved to Courtland, Robin stumbled upon two ardent amateurs who gave him the run of the place. The aspiring young engineer then "bought and begged" parts to make an all-wave regenerative receiver. With it he copied ship-to-shore and Army messages, then enrolled in a correspondence course with the National Radio Institute of Washington, D. C., to learn theory. He was graduated in 1926 after corn-picking kept him out of school for a short time.

Recalls Manufacturer Enterprises

Mr. Compton likes to reminisce that during his high-school tenure he went into the receiver manufacturing business which turned out several creditable neutrodynes and later superheterodynes before certain interests "decided we should either take out a license on certain patents or 'cease and desist.'" Robin and his crew preferred to "desist" since fairly satisfactory receivers had begun flooding the market. They turned out "supers" in flush quantity, but the profit after royalties was not large, he recalls.

In January 1927 Mr. Compton boarded the *SS Dorchester* as an operator for the Radiomarine Corp. of America. For over 18 months he operated ship-board installations, shipping from Philadelphia with Merchants and Miners and the Sun Oil Co.

He returned to Kansas—this time Manhattan—in August 1928 to attend Kansas State College and worked parttime at KSAC, the college station. Two years earlier, armed with a first class ticket, he had served short relief roles with KFEQ Oak, Neb., and KMMJ Clay

HOWARD J. McCOLLISTER

Regional Representatives

10660 BELLAGIO, LOS ANGELES • BR 04705

Shows with a Hollywood Heritage ★ Member N·A·B·

XUM

Center, Neb., to launch his commercial radio experience.

Late in 1928 he transferred to Kansas U. at Lawrence taking a full term and attending summer school. With a crowded schedule, he worked fulltime at WREN and became chief engineer. One of his duties was installation of studio pickup equipment in Kansas City, Mo., where WREN also maintained a studio.

Two years later (1930) found him back in Manhattan doubling as chief engineer of KSAC and radio engineer for the extension division of Kansas State College. Besides redesigning the college's broadcast facilities, operating the station and writing and delivering a weekly series of hourly programs on radio theory and operation, he also found time to act as assistant instructor in the speech department teaching radio broadcasting.

It was there Mr. Compton got his first taste of television, serving as chief engineer of the college's experimental video station. In addition, he rode herd on amateur radio activities of the school's W9SE.

The WOIC engineer received his bachelor of science degree in electrical engineering in 1934—after a succession of significant happenings. Despite his repeated absence, he had written equipment specifications which were accepted for English themes and submitted business correspondence for Business English credit. The degree was forthcoming after examinations given by the Columbia U. extension division.

Married in 1932

Meanwhile, Robin Compton had done two things: (1) In 1932 he married the former Margaret Hays, of Topeka, a Kansas U. graduate with an AB in journalism and newspaper reporter; (2) in September 1933 he joined NBC Engineering Dept's studio control group.

Following February he was transferred to the NBC's research and development group where he spent two years helping to lay groundwork for organized television experiments between a regular transmitter and a number of experimental receivers in the homes of NBC engineers and executives, and generally familiarizing himself with an industry yet "around the corner."

TAB for Big Seven football broadcasts over KMBC-KFRM Kansas City, featuring Sports Director Sam Molen, will be picked up for second consecutive year by General Electric Dealers of Missouri and Kansas. With eye on calendar, Mr. Molen cocks arm in anticipation of approaching pigskin season. Negotiations were handled through Tom H. Condon, appliance sales manager for GE Supply Corp.

Part of Mr. Compton's duties involved laboratory work for the Rapid City Stratosphere Balloon ascensions; he worked on various phases of the 1935 Stratosphere transmitter and receiver, finally testing them in the laboratory.

After television, Mr. Compton digressed briefly to FM as he joined Maj. Armstrong on transmission research in the NBC Empire State Labs in 1935. With that completed he shifted to work on rebuilding General Electric transmitters, used by Dr. Armstrong, for TV picture transmission.

Transferred back to Radio City he devoted his energies to 300 mc transmitters and receivers for broadcast field work, from which derived the UHF "Pack" transmitters now known as "walkie-talkies" and "beermugs" now called "handi-talkies."

In 1937 Mr. Compton switched again—from UHF development to television—and worked on development and operation. For five years he worked on TV circuits and component equipment and finally iconoscope operational development and motion picture photography for TV pickup use.

As technical director of motion picture television, he had charge of those activities for NBC. He had turned down a lieutenant's commission in the Navy in 1942 to continue in research and development work for the Office of Scientific Research and Development under terms of a contract between NBC and RCA and National Defense Research Committee.

He was assigned by NDRC to the Navy aircraft factory in Philadelphia where he flew on various projects including television. He returned to NBC New York in the summer of 1944, resuming television activities. He spent considerable time on government developmental problems encountered in New York and Philadelphia. He left NBC in February 1945.

Mr. Compton then trekked westward to Kansas City, Mo., where he was named technical director of KMBC to serve as a consultant in license application work, propagation studies, engineering surveys, and FM design and specification. In that capacity, TV and facsimile also vied for his attention.

In May 1946 he moved to WPEN Philadelphia, licensed at that time to the *Philadelphia Bulletin* but later shed when the newspaper enterprise bought WCAU properties. Under contract to the *Bulletin* as director of its radio engineering operations, Mr. Compton remained to supervise FM and TV installations. He left in March 1948 to do freelance consultant work.

Joined Bamberger

Bamberger Broadcasting Service Inc. then lured him to Washington, D. C., to lay the blueprint for WOIC (TV), which began operation this past January. Mr. Compton currently heads a staff of 17 engineers.

His hobbies have been golf, tennis, flying and photography, the latter picked up while at NBC. He has taught television to NBC engineers and enlisted Navy personnel. In addition the talented Kansan has written acceptable short stories, technical and semi-technical articles, and technical texts for home study in TV and UHF.

On the basis of his knowledge and working experience, Mr. Compton has been invited to lecture on video and electronics before societies and school groups in various cities. Within the past six years he has addressed nearly 10,000 people. Add to this background a natural flair for putting across his own program ideas. "Engineers do have or accumulate some program sense, too," he advises with a sly grin.

The Comptons have one child, James Barclay, 9. Mr. Compton is a member of the Institute of Radio Engineers, Radio Executives Club of New York and Kiwanis International, among others. He is the station representative for the Electric Assn. of Washington, D. C.

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities
DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE
WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE, ILL.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

WBAL
means business
in Baltimore

100% EQUIPMENT SOURCE
GATES
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

CHILD ACTORS

Bill Exempts Radio-TV

A SENATE amendment exempting children employed as actors or performers in radio and television from provisions of legislation to amend the 1938 Fair Labor Standards Act has been approved by the Senate. Action was taken Aug. 31 before it passed the new minimum wage bill (HR 5856) and sent it to conference for reconciliation of differences.

Motion picture and theatrical productions also were exempt from the new child-labor provisions which otherwise were considered stringent compared with the previous standards act. The Senate also voted to raise the minimum wage of employes engaged in interstate commerce, such as in radio, from 40c to 75c an hour.

Employment of children in radio and television and other creative fields was not adjudged by the Senate Labor committee to be "oppressive" and therefore was specifically exempt as "well-recognized exceptions."

Legion Post to Field

MARSHALL FIELD, president of Field Enterprises Stations (KOIN Portland, Ore., WJJD Chicago, WSAI Cincinnati, KJR Seattle) and publisher of the *Chicago Sun-Times*, has been reappointed a vice president of the Society of American Legion Founders in Philadelphia.

ACTIONS OF THE FCC

SEPTEMBER 2 to SEPTEMBER 9

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

September 6 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: WTXL W. Springfield, Mass.; WBCU Union, S. C.

License Renewal

Request for license renewal AM station: KULA Honolulu, T.H.; WKYB Paducah, Ky.; WKDN Camden, N. J.; WHWL Nanticoke, Pa.; WEEU Reading, Pa.; WIBS Puerto Rico; KCNC Fort Worth, Tex.

Modification of CP

WPAW Pawtucket, R. I.—Mod. CP new AM station for extension of completion date.

Mod. CP new FM station for extension of completion date: KSFH San Francisco; WBIB New Haven, Conn.; WRBL-FM Columbus, Ga.

KAYL Storm Lake, Iowa—Mod. CP new FM station to change ERP to 8.68 kw, antenna to 368 ft.

License for CP

WNAM-FM Neenah, Wis.—License for CP new FM station.

License for CP new commercial TV station: WNHC-TV New Haven, Conn.; WTVR Richmond, Va.

Modification of CP

WTVR Richmond, Va.—Mod. CP new commercial TV station to change ERP to 17.3 kw vis., 10.3 kw aur.

WDAF-TV Kansas City, Mo.—Mod. CP new TV station for extension of completion date to March 30, 1950.

(Continued on page 83)

BUTTER PRICES

WPEN Airs Figures Daily

IF the 2,200 members of the Frankford Grocers Assn. in Pennsylvania want to know what price to charge for butter, they're obliged to tune to WPEN Philadelphia every day. Consumers also have an opportunity to learn butter prices this way.

In order to acquaint its managers, clerks and customers with the changing prices, which fluctuate from day to day, Frankford Grocers Assn. announces the prices on its sponsored one-hour *Frank Ford Show* each morning over WPEN.

The *Unity Bulletin*, association house organ, says: "Tune in Frank Ford Radio Show for daily butter price. Set up a radio in your store and tune in WPEN (950 kc) each morning at 11:05. It's your show—about your store and about your products."

DOUGLAS BILL

Would Relieve Set Excise Tax

SENTIMENT to repeal manufacturers' taxes on such items as radio receivers, phonographs and phonograph records, and musical instruments has been given added impetus in legislation introduced by Rep. Helen Gahagan Douglas (D-Calif.). The measure (HR 6151), referred to the House Ways & Means Committee where a host of similar bills now pend, would strike out all Federal excise taxes save certain ones of a regulatory nature.

Other items included in the Douglas proposal are telegraph, radio, telephone and cable facilities; oleomargarine; transportation; amusement and others all presently subject to tax. The provision on radio sets, etc., would amend Sec. 5 (3404) of the Internal Revenue Code.

Currently there are over 162 excise, luxury and other tax bills before the Ways & Means Committee, which seek in part either to repeal or reduce taxes on goods, it was reported. (Figure is more than number introduced in the whole 80th Congress.) About 10 of these cover radios and associated equipment. On the Senate side one bill (HR 3905) now pends on the calendar, laden with over 20 amendments, most of them covering the excise phase. There has been strong sentiment in Congress to incorporate all suggested goods for repeal or reduction in one major bill during this session, probably in HR 3905, which already has passed the House.

During fiscal 1949, which ended June 30, nearly $50 million in excise taxes for radios, phonographs and component parts were collected by the Internal Revenue Bureau [BROADCASTING, Aug. 22]. Monthly collections have been averaging between $2 million and $2½ million, mostly from radio receivers.

TRAINING school for food retailers conducted by WSAI Cincinnati, Ohio, has resumed classes. Twenty week's course will cover management, fundamental store pricing, retail salesmanship, special promotions, displays and merchandising.

Don't take our word for it . . .
Check with any one of the many stations who have already taken advantage of the American plan to get thousands of beautiful, custom-made picture albums distributed throughout their broadcast area at no cost to them or their listeners. It's a "good deal" with a provable record of building audience and new accounts.
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Commercial

HOWARD L. LAZARUS, in Pittsburgh Coop Radio Sales since 1927, appointed sales manager for WPGH Pittsburgh, Pa.

ROBERT M. SPROUSE appointed commercial manager of WMRN Marion, Ohio. MARION BURTON joins sales staff of station. Both men are veterans of service with U. S. Navy.

AL LOWREY, former continuity manager for KTSA San Antonio, Tex., named to local sales staff of station.

JACK FAY joins commercial department of WPTW Piqua, Ohio.

ANN TUCKER, former associate editor of *FM Bulletin* for FM Assn. and before that with *Fort Pierce* (Fla.) *News-Tribune*, joins sales staff of WASH (FM) Washington.

MEL B. WOLENS, former sales manager at WCFL and WBKB (TV) Chicago, joins sales staff of WGN-TV Chicago.

LEE F. O'CONNELL, formerly manager of Robert A. Walker Los Angeles office, forms his own representative firm bearing his name, with offices in Los Angeles at 521 N. La-Cienega Blvd. W. A. AYRES, veteran of representative field in San Francisco, manages company office there at 544 Russ Bldg.

WILLIS SEARFOSS resigns from commercial department of WLOU Louisville, Ky. Future plans have not been announced.

NATIONAL Assn. of Radio Station Representatives sets up Los Angeles chapter. LINCOLN P. SIMONDS, Pacific Coast manager of Weed & Co. has been named chairman. Group already has offices in Chicago, Boston and San Francisco.

GUNNAR MYKLAND, account executive at WBBM Chicago, resigns to work for building firm in Denver, Col.

WILLIAM BRENNAN, manager of network sales for CBS Hollywood, is the father of a girl, Kathleen.

CHEX-FM Peterborough, Ont. and CKPC-FM Brantford, Ont. have recently gone on the air.

WITH the nation's interest focused on the hurricane-ravaged coast of Florida, Jim Burke, director of special features for KMBC-KFRM Kansas City, Mo., brought to the microphone four celebrated naval heroes, all members of the Miami based air squadron, "Hurricane Hunters." Participants in the program included (l to r) Lt. Art Hacker, Commdr. Bob Knowles, squadron commander of "Hurricane Hunters", Mr. Burke, Capt. W. T. Orville of Washington, D. C., head aerologist of the U. S. Navy, and Commdr. Archie Fields, pilot of a Navy privateer.

KTOK SHIFTS

Now on 1000 kc Spot

KTOK Oklahoma City has switched from 1400 kc, 250 w, to 1000 kc with 5 kw day and 1 kw night.

Transfer was marked by dedication program with General Manager Robert D. Enoch as master of ceremonies. Heard on program were Sen. Robert S. Kerr (D-Okla.), Rep. Mike Monroney (D-Okla.), Mayor Allan Street, Dr. William H. Wallace and J. Wiley Richardson, president of Chamber of Commerce.

KTOK-FM also increased its field strength as power was supplied to 400 ft. four bay pylon antenna topping the five-tower KTOK array. Station is owned by KTOK Inc., with O. L. (Ted) Taylor of Amarillo, Tex., as president.

DAYTIME operations of WHO Des Moines, Iowa were moved to grounds of Iowa State Fair for coverage of week's activities. Station personnel presented visual shows between programs for fairgoers.

News

MONROE (Bill) BENTON, formerly program director of WMMW-FM Meridian, Conn. and news director of WTBO Cumberland, Md., joins WNYC New York as daytime news director.

FRANK ATWOOD, farm program director for WTIC Hartford, Conn., becomes farm editor of Hartford *Courant*. Besides his radio work, which will continue, Mr. Atwood will publish reports and comments on farm affairs in paper twice weekly.

HAL MIDDLESWORTH, sports director for WKY Oklahoma City, recently elected president of National Football Assoc. HARTIN HAUAN, formerly of KWTO Springfield, Mo., joins WKY news bureau.

PAUL MILLER named special events director for WHOK Lancaster, Ohio.

BOB BALL, graduate of U. of Missouri School of Journalism, has joined news staff of WHO Des Moines, Iowa.

SEYMOUR A. KAPETANSKY, former writer on *Duffy's Tavern* joins KECA-TV Hollywood staff as network news and news feature writer.

AL WARNER is substituting for ELMER DAVIS on nightly news commentary over ABC, during latter's vacation.

HENRY (Bud) HOVLAND, farm news man for WHO Des Moines, and LUCIA THORNE, singer for station, plan to be married Sept. 18.

FRED S. HAYWOOD, news and special events director at WNBC New York, and Hazel Patricia McAlister have announced their marriage.

LEN HOWE, newscaster at WHO Des Moines, is the father of a daughter.

WNLK EDITORIAL

Blasts Local Paper

WNLK Norwalk, Conn., last week used its editorial time to blast the local paper in its area, *Norwalk Hour*, for its policy toward the station.

The air editorial charged that the newspaper deleted references to the station in news releases, scratched out station call letters in photos printed by the paper, and refused to print news submitted to it unless assured the radio station would not receive the item until after press time.

The station also charged that the newspaper raised rates on merchants who advertised on the radio station or in a competing newspaper.

The editorial stated that WNLK has been able to cooperate with Bridgeport, Conn. papers and with all weeklies in the area but not with "our nearest neighbor, the *Norwalk Hour*." The station stated it was passing on the information about the newspaper's policies to its listeners to let them decide what to do about it.

WRBL TABLOID

Gives Program Listings

WHEN THE only daily newspaper published in the Columbus, Ga., metropolitan area discontinued printing the program listings of stations not owned by itself, the Columbus Broadcasting Co., operators of WRBL and WRBL-FM, found a way out of the dilemma.

Two weeks ago, WRBL started a new service to listeners with publication of the first issue of *Cycle*—a four-page weekly tabloid of radio news. Executive Manager J. W. Woodruff Jr. stated that *Cycle* was conceived as a public service in answer to an overwhelming demand of the WRBL audience.

The paper is made available to the public every Thursday afternoon in grocery stores.

PECK NAMED

Gets Spaghetti Account

FRANCES H. LEGGET & Co., New York, has appointed Peck Advertising Agency Inc., also New York, to handle its ad campaign on "Sauce Arturo," a sauce for spaghetti and other dishes, one of the Premier Foods lines.

The company will spend about $75,000 in advertising between Oct. 3 and year's end. Concentrated radio coverage will be given in New York, with participations on *The Fitzgeralds* and *Galen Drake* both WJZ New York, and three 15-minute segments weekly of *Ted and Jinx* on WNBC New York.

The last WORD ... for results in SPARTANBURG

MORE FOR YOUR DOLLAR WITH WORD in Spartanburg

See TAYLOR-BORROFF

WDYX—FM 12,000 WATTS DUPLICATION

—WORD— OF SPARTANBURG

ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

Small Space—Big Story

- MORE people
- MORE times
- LESS money

WGRD Grand Rapids Michigan

Technical

GLENN DEARTH, formerly of WCBC Anderson, Ind., joins engineering staff of WHHH Warren, Ohio.

FRANK A. SYLER Jr., engineer at WHOK Lancaster, Ohio, is the father of a boy, Douglas C.

OPERADIO Mfg. Co., St. Charles, Ill., offers phonoscope that is phonograph with tone arm attached to indicator on illuminated scale, giving exact position of needle on record. Product allows operator to locate any sound on record in one second. Machine operates on motor with three speeds to handle all current records.

WHIT RALSTEN, member of WBKB Chicago's engineering staff, is the father of a girl, Janet Lynn.

OFFICE OF TECHNICAL SERVICE, U. S. Dept. of Commerce, announces development of Standard noise generator, for simulation of certain types of regular interference in testing of radio equipment. Generator is usable from below 0.150 mc to beyond 600 mc. Pulses can be generated at various rates per second or on random basis. Unit uses 115 v a-c power.

KEITH T. McKENNEY, engineer for WWJ-TV Detroit, is the father of a boy, Peter Thomas.

RCA Engineering Products Department, TV Section, Camden, N. J., announces special lightweight power supply (Type TY-25A) capable of providing well-regulated source of direct current at loads from 200 to 300 milliamperes, suitable for laboratory, broadcast, industrial, and communications applications. Equipment is adapted for use as either portable or rack-mounted unit. Output is adjustable between 260 and 290 volts, with variations of less than 0.5 percent from minimum to maximum load and has a-c ripple of less than 0.01 percent from peak-to-peak. Power requirement is 120 volts, 60 cycles, 300 watts.

PRESTOSEAL Mfg. Corp., New York, announces Presto-Splicer Professional Model which will achieve splice guaranteed to hold up even under hot developing process used for high-speed reproduction of TV, newsreel and Ultrafax film.

770 KC CASE

Set for Sept. 12 Argument

ABC's long-standing effort to eject KOB Albuquerque from the 770 kc clear channel used by the network's WJZ New York has been set by FCC for oral argument today (Sept. 12).

At the same time the Commission gave KOB another 9-day extension, starting Sept. 1, of the special service authorization under which it has operated on 770 kc since 1941. The SSA involves use of 50 kw day and 25 kw night.

FCC ordered that final action on KOB's application for an extension of the SSA through the next regular license period, or until its long-pending application for regular license on 77 kc is decided, be withheld until ABC-WJZ's motion for dismissal of the KOB application is decided.

KOB is assigned 1030 kc, 1-B channel used by WBZ Boston, but because of alleged interference with the Boston station has been operating on 770 kc under special authorizations. Action on its application for regular license on 770 kc has been held up pending the outcome of the clear-channel proceeding.

WJZ's Claim

ABC-WJZ claims KOB's use of its channel has caused "substantial interference" to the New York station and may hinder if not preclude retention of the 1-A status accorded that channel. In an opinion last March the Commission said that in view of KOB's long occupancy of 770 kc nothing would be gained by moving it to another frequency until after the clear-channel decision [BROADCASTING, March 28].

BROOKLYN College, New York, in cooperation with NBC, is starting new series of radio home-study courses during 1949-50 academic year. First course will start Oct. 2, based on *NBC University Theater* series. Other colleges offering special courses in connection with series are U. of Louisville, Washington State College and U. of Tulsa.

covering the nation's 25th market . . .

WBBW

Youngstown's ONLY Independent

serving Ohio's 3rd market . . .

REPRESENTED BY FORJOE

Allied Arts

KAY TILLMAN, formerly with McCann Erickson, New York, joins Masterson, Reddy & Nelson, New York program package organization, as production assistant. Prior to her association with McCann-Erickson, Miss Tillman was with KFWB Hollywood.

JOHN HARRISON TOLER, editor and publisher of trade magazines for amusement industry, announces formation of sales and service agency, Harrison Toler Co., Chicago. Company will represent amusement publications throughout most of East and Midwest.

ROBERT S. RODWIN joins staff of Telenews Prod. Inc. (TV newsreel producers), New York. He was formerly associated with news bureau of Westchester County Publishers Inc., White Plains, N. Y. and appeared regularly on WNBC New York *Metropolitan News Round-Up*.

MYRON McNAMARA, formerly sales manager of 6000 Sunset Recording Studios, Hollywood, joins sales staff of Universal Recorders, that city.

WORLD VIDEO Inc., New York, moves its quarters to top floor of 15 East 47th St. New telephone number is Plaza 9-3870.

IRVING RIIS joins World Artists Inc., Hollywood (television and motion picture film producers), as director and member of board.

Equipment

FRANK X. BANKO, formerly representing RCA Victor, New York and Bendix Radio, Baltimore, in sales and engineering, joins Radio Frequency Labs, Inc., Boonton, N. J., as assistant sales manager.

R. J. CACCAVELLI, veteran of seven years with Superior Electric Co., Bristol, Conn., in engineering, sales and service departments, appointed manager of company's Chicago sales office. Office will handle complete line of company voltage control equipment.

Mr. Caccavelli

UNIVERSAL MOULDED PRODUCTS Corp. expands activities into electronic field through media of products developed by new division, International Electronics Co., Philadelphia. CHESTER C. POND, president of International Electronics will be manager of new division, and CRAIG L. STROHM will assist him in sales activities.

JOHN A. MIGUEL Jr., associated with export organization of RCA and manager of RCA's subsidiary in Mexico since 1929, appointed manager of Zenith Radio Corp. international division.

SAVA JACOBSON, who formerly held engineering posts with Garod, Tele-Tone and Tele-King companies, (television manufacturers) appointed chief television engineer at Air King Products Co., Brooklyn. Mr. Jacobson was instrumental in development of hotel television at New York's Park Sheraton. Air King manufacture radios, wire recorders and television receivers.

FCC CHANGES

Now Final For Remotes

PROPOSED changes in its rules and regulations governing remote pickup broadcast stations, announced last June, were made final by FCC last Wednesday effective Oct. 24. Temporary provisions are included for television.

The new rules, in addition to setting out the operation and technical specifications required, designate frequencies availabe and restrictions upon their use. Frequencies provided are in the 26, 153 and 450 mc bands. Specific frequencies 166.25 and 170.15 mc also are included, but contain considerable geographic restriction as to their use.

As suggested by ABC and NBC, the Commission has provided present operation on the 30-40 and 156-162 mc bands may continue temporarily to allow for conversion of equipment. Such use must cease not later than July 1, 1950. Television stations may use the newly designated frequencies for audio pickup pending development of suitable equipment for the TV pickup services, the Commission said. No pickup station will be granted exclusive frequency assignments, the order stated, and the same frequency may be assigned other stations in the same area.

97,410 RADIO HOMES

KMLB

MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT

National Representatives
TAYLOR-BORROFF & CO., Inc.
Affiliated with
AMERICAN BROADCASTING CO.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Station Manager. Excellent opportunity in practically depression-proof, small midwestern city. Fine living conditions. Single station, network. Modest salary plus percentage of net. Must be all-round man with emphasis on selling. Give full details first letter. Box 482c, BROADCASTING.

Commercial manager. Top coverage midwestern regional station city 100,000. Excellent future for producer. Send details and picture. Box 533c, BROADCASTING.

Experienced commercial manager-salesman. Good proposition to right man. Must have experience and best of references. WBUY, Lexington, N. C.

Salesmen

Salesman. Experienced, sober and willing to work. Regional daytime, midwest market near Chicago. Salary and commission. Replies held confidential. Box 488c, BROADCASTING.

Wanted. Salesman with experience and ability to sell radio intelligently and diligently for Virginia's progressive 1 kw daytime station. Commission on net station time. Liberal drawing account. Opportunity to work up to sales manager position. Give all particulars in the first letter. Box 524c, BROADCASTING.

Salesmanager-salesman wanted by major network affiliate in eastern Pennsylvania metropolitan area. Good salary and excellent over ride which will mean real money for the right man. Box 545c, BROADCASTING.

Salesman for 5 kw. Independent. If you are experienced, can sell radio intelligently and have a car, we offer you unlimited possibilities. Send full information to: Allan Curnutt, KJAY, Topeka, Kansas.

Announcers

Need combination engineer-announcer emphasis on announcing. $70 per week. Box 491c, BROADCASTING.

Experienced play-by-play man. Baseball, football, basketball wanted immediately by central California NBC affiliate. Ability to handle disc shows, news and straight announcing desirable. Send complete background, photo and disc to Box 525c, BROADCASTING.

Wanted announcer. Excellent opportunity for young man with some football play-by-play experience. General duty and sports on sports-minded station. No board work. Send details of background, audition record and salary expected to KBIX, Muskogee, Oklahoma.

Wanted, experienced play-by-play announcer. Must be top man. All sports some news. KCOM, Sioux City, Iowa.

Wanted. Combination announcer-operator. Must be good announcer with first class ticket. Top money for top man. Send disc, photo and full details. KOVC, Valley City, N. Dak.

Announcer with first class ticket by CBS affiliate in fine progressive southwestern New Mexico community. Good salary for experienced man. Also good deal for beginner. Disc and complete letter to Carl Dunbar, KSIL, Silver City, New Mexico.

Wanted—Combination announcer-engineer who can collect and run 5 minute local news. $60 week. Radio Station KVOU, Uvalde, Texas.

Announcers for 250 watt independent in Ohio. Need experienced morning man, a sportscaster and a news editor. Send disc or ask for audition. Give full information first letter with photo and references. Station WOHI, East Liverpool, Ohio.

Technical

Wanted—Two combination engineer-announcers. Send disc, photo, past employment record, salary expected. Also one copy girl and one salesman. WGTN, Georgetown, S. C.

Help Wanted (Cont'd)

Production-Programming, others

Newsman. Topflight editor, reporter, newscaster. Local news gathering and writing experience essential. 5000 watt midwestern network affiliation. Include full details and state salary expected. Confidential. Box 530c, BROADCASTING.

Ohio 250 watt independent wants girl copywriter who can handle women's programs. Must turn out crisp commercials that sell, have pleasant voice. Give details, references, sample copy, photograph, in first letter. Station WOHI, East Liverpool, Ohio.

News editor, who can set up and operate local news bureau and hustle. Excellent opportunity. Station WOHI, East Liverpool, Ohio.

Situations Wanted

Managerial

Manager—Twenty years of experience fully substantiated by proven record and references. Excellent relationship with national timebuyers. Sound knowledge of local sales problems. Practical knowledge of all department operations. Married, hard working, strictly sober and experience wise. Can bring your station community leadership and assure profitable operation. Box 263B, BROADCASTING.

Independent station owners cut your operating expenses, increase your income by hiring one man to fill position of general manager, commercial manager, and program director. Educated, aggressive, 12 years of practical experience all phases radio. Box 337c, BROADCASTING.

Cut overhead, combine manager and chief engineer. Married man would like opportunity to show what he can do as general manager. Over ten years radio and while officially in engineering as chief and technical director, have supervised promotion, programming, sales, accounting and management. Write for resume or personal interview in the west. Box 444c, BROADCASTING.

Manager. Young. Aggressive. Ten years experience all phases of radio. Particularly strong on sales. College graduate. Record of successful employment. Box 462c, BROADCASTING.

Experienced manager seeking permanent association with station owner—especially CP holder. Handle complete operation. Compensation secondary to future opportunity. Middle thirties, married, family. Know all phases independent and network operation. Engineering, sales, programming background. Box 511c, BROADCASTING.

Salesmen

Salesmen-sales promotion, program-promotion director presently employed radio-sales organization. University graduate 25, experience. Excellent references. Box 539c, BROADCASTING.

Announcers

Announcer-engineer, seven years experience. Strong on news, commercials, record shows. Know programming. Qualifications for chief engineer small station. Single, 28. Prefer midwest, consider anywhere. Box 410c, BROADCASTING.

Available October 1st. 24 year old college graduate. BA in radio. Some experience announcing, production, writing script and copy, thorough knowledge all sports. Will travel. All offers considered. Box 435c, BROADCASTING.

Announcer—Speech school graduate. 250 watt experience. Best references. Box 439c, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-program director, former network, 13 years experience all phases. Strong news. Hold private pilot license. Family man. Will go anywhere. Disc, photo and full information on request. Box 466c, BROADCASTING.

Announcer, 26 years old, single with two years commercial announcing experience desires employment in a New England city. Box 485c, BROADCASTING.

Announcer, two years varied experience, sports, disc shows, special events, straight announcing. Desires midwest station. Box 487c, BROADCASTING.

Combination man, young veteran. Unlicensed at present. Good knowledge sports, music. Salary secondary. Disc and photo on request. Box 489c, BROADCASTING.

Announcer, age 21. Three years experience all phases of radio. Seeks position with productive outfit in or near New York City. Box 494c, BROADCASTING.

Six years experience all phases radio announcing. Presently employed 5000 watt station. Veteran, married, dependable, 30 years old. Desire location eastern half U. S. Box 495c, BROADCASTING.

Sportscaster, top play-by-play, sportscast, wants sports-minded station. References. No disc. Box 496c, BROADCASTING.

Sports and newsman. Now in network newsroom with 3 years all play-by-play, local news, commentary, special events experience with nation's top FM. Want to get back on air in medium, sports-minded market. Top references from present employer, plus metropolitan AM, FM TV, newspaper, wire service employers. BS, MS in journalism, 22, single, known as hard worker with accuracy uppermost. Security important. Prefer midwest but not limited. Have discs, tape. Available on two weeks notice. Box 498c, BROADCASTING.

Sports announcer—large metropolitan area now available. Station deleting football. Fully experienced professional baseball, college football, basketball. Top references. Interview arranged. Box 499c, BROADCASTING.

Young veteran, aggressive, civic-minded, good appearance and personality. Have sound business background with proven sales ability. Graduate School of Radio Technique, Radio City. Desires position with growing station. Box 500c, BROADCASTING.

Announcer. Desires staff work in the midwest. Agricultural experience. Single. Have knowledge of farm work and conservation for farm programs. Audition disc and photo upon request. Can start immediately. Box 505c, BROADCASTING.

Announcer—Experienced DJ, news, live shows. Not a drifter. Photo, disc on request. Box 508c, BROADCASTING.

Experienced all-round announcer presently employed. Especially strong in disc jockey and news dept. Hard worker and good selling voice. Disc available. Box 509c, BROADCASTING.

Wanted, a station sharing my belief that radio is a business, not a carnival side show . . . a station doing an honest job for sponsors and community. Three years experience backs up my ability to do a job for you as announcer and/or program director. Network calibre voice, college training. I can handle news, dramatic, adlib and emcee shows, can vary commercial delivery from dynamite to syrup at the bat of an eye. I'm a veteran with a family, presently employed, but if yours is the stable, honest, progressive station I'm looking for, I'm available to produce results for you. Box 515c, BROADCASTING.

Announcer, 26, vet, experienced all-round man, news, sports, disc jockey, authoritative voice, operate console. Good appearance, tops in personality. Want work at growing station. Box 517c, BROADCASTING.

Morning show specialist. Top early morning announcer guaranteed to shake the lethargy from your station's Hooper. 12 years mike experience. Now 33. Would prefer coast but anything considered. Plenty of publicity on hand. Now in New York. Disc and recommendations. Box 519c, BROADCASTING.

Situations Wanted (Cont'd)

Experienced combination engineer-announcer. Emphasis on announcing. Available short notice. $75.00. Box 520c, BROADCASTING.

Experienced announcer, presently employed. Thorough knowledge newscasting, DJ, traffic, writing. Operate board. Married. Reliable, ambitious. Complete details upon request. Box 522c, BROADCASTING.

Announcer-engineer, married, wants combination work, sober, cooperative. Graduate radio announcing school, 20 months technical training. Writes good copy. Prefer northeast. Disc on request. Box 523c, BROADCASTING.

Experienced announcer. Good quality. Can do sports. Presently employed NBC station. Southern stations only. $65 per week minimum. References. Tell all first letter. Write Box 528c, BROADCASTING.

Announcer, radio training 2 years. Excellent deep voice, pleasing style and selling power. Want initial break to get needed experience. Excelling in commercial copy and newscasting. Can handle all sports. Know control board. Will travel anywhere. Available immediately. Disc and background on request. Answer all offers. Box 532c, BROADCASTING.

Combination man. First phone license. Eight years announcing experience. Engineer since 1942. Good voice. Can adlib. Box 537c, BROADCASTING.

Network announcer, NYC-NBC. Reference. Desires position with established radio-TV station. Box 540c, BROADCASTING.

Announcer, four years experience. Dependable, married, college grad. Wants to roost. Box 541c, BROADCASTING.

Available immediately, 5 point announcer. Young, alert, intelligent, experienced and good clear voice. Graduate of leading Radio City school plus actual radio announcing experience as staff man of progressive 250 watter. Disc, references and photo upon request. Will travel, prefer east. Box 544c, BROADCASTING.

Anner-eng. available for interview in Florida at once. $60 weekly to start. Box 546c, BROADCASTING.

Anner/eng—one year experience, good voice, Boston area, will consider anything within 30 miles of large New England town at $275 month. Box 547c, BROADCASTING.

Technical

Chief engineer. Experienced all phases AM and FM. 29, married, one child. Want position where hardworking ambitious man can get ahead. Box 68c, BROADCASTING.

Must leave damp climate for health's sake. Interested in Rocky Mountain and western states. Presently employed as chief engineer in 1000 watt daytimer. Box 361c, BROADCASTING.

Experienced engineer — construction, maintenance and supervision, AM and FM. Desire permanent position progressive station. Salary secondary living conditions. Now chief communications system. Box 407c, BROADCASTING.

First class licensed engineer. Experienced knowhow of recording remote broadcasting, local and network operations. Box 422c, BROADCASTING.

Experienced transmitter and control engineer. Available immediately. CREI graduate. Prefer west. Box 445c BROADCASTING.

Chief engineer—7 years experience AM and FM. 29, married, car. Prefer position in west or southwest. Box 469c, BROADCASTING.

Experienced 1st phone man. Would like position preferable in middlewest. Have done combination work. Married, have car and will travel. Box 483c BROADCASTING.

First phone license, 6 months experience in southwestern 250 w station, 18, single, wish position in midwest with opportunity to advance. Box 484c BROADCASTING.

Operator. First class phone. Veteran married. Graduate Electronic Radio and Television Institute. Radar technician. 20 years active radio amateur. Box 485c, BROADCASTING.

Engineer licensed, 12 years experience Box 506c, BROADCASTING.

Situations Wanted (Cont'd)

Engineer with first class license, experienced in remotes, recording, control room and transmitter work. Wishes to secure position in midwest, will consider elsewhere. Married veteran, 29 years of age. Box 507c, BROADCASTING.

Engineer, 1st phone, 2nd telegraph, active ham. 1 and 5 kw., AM and FM experience. Also console operating, remotes, directional array experience. Enrolled CREI TV course. Age 22, married, two children. Have car. Prefer New England area. Available immediately. $55 minimum. Box 510c, BROADCASTING.

Engineer, graduate of leading radio school. Studio and transmitter experience. Desires position with progressive station with future television possibilities. Single, references. Box 513c, BROADCASTING.

Engineer seeking position. Would like to become associated with new station if possible, location unimportant. 14 months experience. Graduate of RCA Institutes. Box 516c, BROADCASTING.

Engineer, veteran. First phone, second CW, class A amateur. Experienced AM-FM transmitters, remotes, recording and installation work. Excellent references. Will go anywhere. Available now. Box 529c, BROADCASTING.

Engineer. Radiotelephone first, 50 kw AM, 71 kw FM, control engineer, remotes, recordings, construction, some announcing, maintenance experience. Married, 36, car, prefer permanent job, Boston, Albany, Buffalo, Cincinnati, Chicago areas. Will consider TV assignment. Amateur license fifteen years. Available immediately. V. Bochenko, 58 Concord St., Johnson City, N. Y.

Engineer, single, will travel, have car. Graduate communications, television. Hold first phone. Available Sept. 12. Leander Butkiewicy, Kettle River, Minn.

Transmitter engineer first phone, first telegraph, 3 years telegraph experience, single, 25. Walter Dahlberg, Lot 141, 3600 Sheffield, Hammond, Ind.

Transmitter engineer, experienced, amateur, married, with car, desires permanent position with local or regional station in Ohio, Pa., New York or New England. Frank Daly, 8 Linwood Road, Boston 22, Mass.

One or two young men willing to travel. Have first phone tickets. Technical courses in radio, television and communication. Please contact Louis J. Dennis, 6127 Fieldston Road, Riverdale 63, N. Y.

Plus, plus, plus. Engineer, first class license, 22 years experience. 17 years WDRC 5 kw directional with 7 as transmitter supervisor. Last 21 months Chief KSIL 250 watts. Plus program, writing, control room, recording experience. Plus top references. Desire permanent position southwest or Florida. Available now for personal interview. Jim Keefer, KSIL, Silver City, New Mexico.

Engineer with first phone. Console operating and announcing experience. Available immediately. Miss A. C. Cloc, 256 Warsaw St., Lackawanna 18, New York. Phone FA. 8287.

Engineer, first phone, three years experience, studio, remotes, transmitter. Available October first. Skippy, 3326 Lincoln, Chicago, Ill.

First phone vet desires position in station. Technical courses in radio, television and communications. Willing to travel. Contact Johnny Wittine, 1706 Bates Ave., Brooklyn 27, N. Y.

Production-Programming, others

Capable college educated, well-recommended young woman experienced in traffic and copy. Wants responsible position in Washington D. C. station. Box 795B, BROADCASTING.

Experienced program director with complete knowledge all phases station operation looking for opportunity for professional advancement where sincere hard work will pay off in financial advancement as well. Programs both saleable, listenable. Liked and respected by staff, sponsors, community. Can build prestige of station and make it vital part of community. Background includes experience selling, all types announcing, some copywriting. Program director on both east and west coast stations. Top quality voice. Details, disc, references. Box 437c, BROADCASTING.

Situations Wanted (Cont'd)

Program director-announcer. Radio 3 years. Know all phases. Presently P.D. net affiliate. Family man. Age 26. Minimum salary $50. Box 490c, BROADCASTING.

Many years radio experience. Desire program job with good southern station. Box 503c, BROADCASTING.

Network newsman, writer-broadcaster. Family. Sick of New York. Top references include present (network) employer. Will consider, answer all offers. Box 493c, BROADCASTING.

Southern stations attention. For health reasons wife needs milder climate. Now employed northern metropolitan network affiliate, director news programs. Six years experience all studio routine, announcing, writing. Seeking permanent position program director-announcer, seventy-five dollar minimum. All replies considered. Box 497c, BROADCASTING.

Newscaster-reporter wants responsible position. Presently employed college graduate with three years experience regional and local stations. Married. Vet, commanding voice. Strong on special events, including sports. Top references. Box 501c, BROADCASTING.

Program director wants job with progressive station. Experienced. Will travel. Box 504c, BROADCASTING.

Continuity director, now with metropolitan independent, looking for opening with opportunity. 5 years copy experience. Box 514c, BROADCASTING.

Writer-announcer desires permanent position with future. Three years experience writing, announcing, play-by-play, instructing and sales. Box 521c, BROADCASTING.

Newscaster seeks permanent position with sound, established 5 kws in prosperous, growing area where he can settle with family and develop into valuable news personality. Distinctive voice, delivery. (Good appearance for TV.) Long, proven ability clear, listenable rewrite. Expert newshandling and human interest. Former newspaperman. Dependable, mature, cooperative. College graduate. Highly recommended. Now employed, but is looking ahead. Box 526c, BROADCASTING.

University graduate in radio journalism desires opening. Can handle news operation or any part of it. Reporting, editing, rewriting, airing newscasts. Single. Prefer midwest or Pacific northwest. Box 527c, BROADCASTING.

Experienced writer, presently employed midwest. Prefer south or east. Box 531c, BROADCASTING.

Secretary, 28 years old. Ten years experience. Familiar general operation of radio station, all departments. Would be valuable addition to any office staff. Desires change in location. Box 538c, BROADCASTING.

Producer-writer, 8 year background with radio stations, top agencies, ABC and CBS networks. Also announcing on MBS. Available immediately. Ralph DeSalle, 441 Roosevelt Way, San Francisco.

Television

Managerial

TV agency executive offers consultant services to agency, manufacturer, N.Y.C. Box 518c, BROADCASTING.

Desire to join a progressive TV outlet. Have a background in management, production, programming. Have produced and directed package shows. Handled RCA cameras, monitors, film cameras, projectors. Married. B.A. Degree. Box 543c, BROADCASTING.

Announcers

A man with television knowledge who might be of service to you. Graduate of leading N. Y. TV school. Former announcer. Travel anywhere. Box 452c, BROADCASTING.

Production-Programming, others

Need a man with knowledge of live and film television broadcasting? Graduate of leading TV school. Anxious to offer services. Single, travel anywhere. Want more information. Box 453c, BROADCASTING.

Wanted—Position with future in TV station. 3 years radio, 4 years theater. Resourceful. Dependable. Married. Box 502c, BROADCASTING.

For Sale

Stations

For sale—A 250 watt Mutual station located in the southwest; the only station in a growing area; ideal climate. Priced to sell. Box 366c, BROADCASTING.

Illinois daytime kilowatt AM and 3 kw FM station in large industrial, good agricultural market. Only station. Fine schools and colleges. Best equipment. Attractive potential for resident management. Best reasons for selling and priced to sell. Write Box 460c, BROADCASTING

For sale. Interest in progressive upper midwest radio station with bright future in large market. Must have two thousand to ten thousand dollars to participate. Write all details Box 536c, BROADCASTING.

Duopoly forces sale station. Serving two excellent markets with intermediate transformer. Price $60,000; $15,000 down. Harvey Mallot & Co., Scarritt Bldg., Kansas City, Mo.

CP pending; no station in industrial-agricultural city 20,000. Investigate. James Coston, 748 Nellie Ave., Tel. 912-J, Florence, Alabama.

Equipment

Western Electric 110-A limiting program amplifier. Used, completely reconditioned. Best offer. Box 475c, BROADCASTING.

For sale. One GE dual channel console, very slightly used. Guaranteed in perfect working order. Price delivered $1,000. Box 534c, BROADCASTING.

FM station equipment for sale. One GE 3 kw transmitter with console, audio rack complete with monitors. Just like new. Save $5000. Write Box 542c, BROADCASTING.

For sale. Best offer. 168 foot self-supporting base insulated Truscon tower without lighting equipment. FOB Fort Lauderdale, Fla. Write Howard Sheets, Chief Engineer, WFTL, Ft. Lauderdale, Fla.

Complete broadcast recording channel, mixing console, rack mounted speech input equipment, air check tuner, UTC equalizers, Sweetzy recorder with overhead lathe, RCA cutter, vacuum system, 2 RCA 74 B mikes with studio boom stands, remote amplifier. Used 100 hours, condition like brand new, guaranteed. Cost $2000. Sacrifice for $495. Wire or air mail 25% deposit. Balance express COD. Examination allowed. Lifetone Transcriptions, 2013 Peoria Avenue, Peoria 4, Illinois. Phone 2-9443.

Wanted to Buy

Equipment

Second-hand 1000 watt transmitter, also frequency monitor, console and auxiliary equipment. Will pay cash, but price must be realistic. Box 363c, BROADCASTING.

Wanted—Complete 250 watt FM broadcast station equipment and a 175 ft. self-supporting antenna with insulators. Box 390c, BROADCASTING.

Used 3 kw FM transmitter, monitor, antenna. Specify price, make, condition. Full particulars. Box 512c, BROADCASTING.

General Radio 916A bridge, signal generator, RCA field meter, communications receiver. Give price, complete description. Hollingsworth, 930 N. Baker St., Stockton, California.

Employment Service

Every one expects an upswing. So do we—until then needed immediately are: 12 engineers, 9 female copywriters, 7 announcers, 18 salesmen, 6 DJ's, 17 announcer/engineers. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Announcers

ANNOUNCER ●

50 kw network affiliate in major midwest city needs topnotch commercial announcer for AM and TV including network originations. Send background, photo and 10 or 15 minute recording with samples of news, commercial copy and adlib to Box 359c, BROADCASTING.

NBC Pan-Am Series

NBC has begun shipment of a series of 26 recorded NBC symphony concerts, conducted by Arturo Toscanini, to 130 radio stations throughout Latin America which form the NBC Pan American network. Arrangements for the shipment were made in collaboration with the International Broadcasting Division of the State Department.

Schools

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WIBK DENIAL

FCC Asked to Reconsider

COUNSEL for Radio Evangelist J. Harold Smith's WIBK Knoxville charged last week that FCC acted unfairly and without justification in its decision denying a license to WIBK [BROADCASTING, Aug. 15].

The charge was contained in a 94-page petition urging FCC to reconsider its decision, which also refused WIBK's bid for an FM affiliate and dismissed Rev. Smith's application for transfer of his interest in WIBK to two local businessmen.

The Commission's decision, upholding an initial report by former Comr. Clifford J. Durr, held that changes in the station ownership had not been reported or were misrepresented, and that Rev. Smith's writings and broadcasts, and his "attempted boycotts" and "attacks," did not indicate he should be entrusted with the public responsibility of a licensee.

WIBK's petition, filed by E. P. Morgan of the Washington firm of Welch, Mott & Morgan, replied that FCC's own records contain a letter in which the Commission showed an awareness of the true stock ownership and acknowledged that it "was aware of Mr. Smith's background" before it made the grant for WIBK in October 1946.

"Not only is there no substantial evidence of deliberate misrepresentation—there is no evidence whatever thereof," the petition declared. "'Deliberate misrepresentation' is surely not to become synonymous with accidental misstatement or unintentional mistake."

The petition also charged that "the witnesses called by the Commission were all opponents of Smith whose hostility to him was evident," and that therefore it is "doubtful" that he received an impartial hearing.

"Smith was improperly and unfairly denied an opportunity during the course of the proceeding to explain and justify situations which have been employed as a basis for finding him unqualified," it was contended. At another point the petition claimed FCC's decision "unfairly relates to alleged 'attacks' and 'boycotts' by Smith without [considering] the justification therefor, without permitting evidence with respect to the justification, or giving weight to evidence which would present a fair basis for appraisal thereof . . ."

WIBK, daytimer on 800 kc with 1 kw, has been operating since July 1947 under program test authority. With its denial of license in mid-August the Commission gave the station 90 days to wind up its affairs. The station intends to appeal to the courts if FCC refuses to reconsider, in which case the Commission customarily withholds its deletion order until litigation is completed.

Common stock of WIBK is owned equally by Mr. Smith, his wife, and General Manager Marvin I. Thompson. Mr. Smith owns the preferred stock. Despite its denial of license, FCC held that WIBK's programs, and those it proposed for an FM affiliate, were "meritorious."

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, July 31 222
Number of network commercials starting during August 11
Number of network commercials ending during August 5
Number of commercials on the four nationwide networks, Aug. 31 228

August Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Campbell Soup	Clubs 15	CBS	Mon.-Fri. 7:30-7:45 p.m.	Ward Wheelock
Campbell Soup	Edward R. Murrow	CBS	Mon.-Fri. 7:45-8 p.m.	Ward Wheelock
Lipton Tea	Arthur Godfrey's Talent Scouts	CBS	Mon. 8:30-9 p.m.	Young & Rubicam
Lever Bros.	Lux Radio Theatre	CBS	Mon. 9-10 p.m.	J. Walter Thompson
Lever Bros.	My Friend Irma	CBS	Mon. 10-10:30 p.m.	Foote, Cone & Belding
Procter & Gamble	Lowell Thomas	CBS	Mon.-Fri. 6:45-7 p.m.	Compton Adv.
Procter & Gamble	Beulah	CBS	Mon.-Fri. 7-7:15 p.m.	Dancer-Fitzgerald-Sample
Procter & Gamble	Jack Smith	CBS	Mon.-Fri. 7:15-7:30 p.m.	Dancer-Fitzgerald-Sample
R. J. Reynolds Tobacco Co.	Bob Hawk	CBS	Mon. 10:30-11 p.m.	Wm. Esty
Quaker Oats Co.	Man on Farm	MBS	Sat. 12-12:30 p.m.	Sherman & Marquette
U. S. Tobacco	Martin Kane	MBS	Sun. 4:30-5 p.m.	Kudner

August Deletions

R. J. Reynolds Tobacco Co.	Vaughn Monroe	CBS	Sat. 7:30-8 p.m.	Wm. Esty
Rayve (Lever) Shampoo	Winner Take All	CBS	Mon.-Fri. 4:30-4:45 p.m.	J. Walter Thompson
Falstaff Brewing	Music From Heart of America	NBC (split)	Thurs. 10:30-11 p.m.	Dancer-Fitzgerald-Sample
Philip Morris	Horace Heidt	NBC	Sun. 10:30-11 p.m.	Biow
Frank H. Lee Co.	Drew Pearson	ABC	Sun. 6-6:15 p.m.	Wm. Weintraub

August One Timers

Fisher Body Div. General Motors	Fisher Body Craftsman's Guild Banquet	ABC	Wed. 8/24, 9-9:15 p.m.	Kudner
Gillete Safety Razor Co.	Ezzard-Charles	ABC	Wed. 8/10, 10 p.m. to concl.	Maxon
Chevrolet	Soapbox Derby	CBS	Sun. 8/12, 4:30-5 p.m.	Campbell-Ewald
Wilson Sporting Goods Co.	All-Star Football Game	MBS	Fri. 8/12, 9:30 p.m. to concl.	Ewell & Thurber

ACA FILES

Non-Red Papers With NLRB

AMERICAN Communications Assn., CIO, whose broadcast department has contracts with many radio stations, particularly on the East Coast, has taken steps to comply with the Taft-Hartley Law by having its officers file the necessary non-Communist affidavits with the NLRB.

The step was taken Aug. 31 at a meeting of the international board on recommendation of President Joseph P. Selly.

In making the announcement, the board said:

This step is being taken at this time because the majority of the AFL and CIO unions have already complied with the law. In addition, the 81st Congress, in spite of the election pledge of the Democratic party, has failed to repeal the Taft-Hartley law.

Some of the complying unions, particularly the American Radio Assn., CIO, and the International Brotherhood of Electrical Workers, AFL, are utilizing the Taft-Hartley Law to raid our union.

The board stated, however, that it was proud of the fight it had waged to have the law repealed and that it would continue to prosecute its case against Press Wireless to have the law declared unconstitutional. That action has been joined with a steel workers' case set down for October term in the Supreme Court of the United States testing T-H's constitutionality.

'VOICE' FUNDS

Now Before Senate Group

CONSIDERATION of the supplemental appropriations bill involving additional funds for State Dept.'s Voice of America has been undertaken by a Senate Appropriations subcommittee on Capitol Hill. State Dept. officials have not been asked to testify as yet.

The measure (HR 6008) as passed by the House last month, would allot an added sum of $11,320,000 to the Voice for construction and improvement of facilities in line with State Dept.'s current campaign to counteract Soviet Russia's jamming efforts in the cold war. High government and industry officials, including NAB President Justin Miller, with an eye cocked to world conditions, had urged the proposed increase as an invaluable propaganda weapon [BROADCASTING, Aug. 22].

Meanwhile, USSR transmitters in Eastern Europe continued their attacks on Voice broadcasts. Citing the House action approving the $11 million outlay and State Secretary Dean Acheson's support, a Soviet commentator quoted the *New Times*, leftist publication:

"These are vain illusions. No matter how many million dollars a complaisant Congress may grant Acheson the dismal lies of the Voice . . . will not have the desired effect. Even if they inflated it to ten times its size, the propaganda machine cannot be anything like a reliable pillar of the present American policy . . ." State Dept. officials had pointed to such broadcasts and jamming as best evidence that the Voice was "hurting" Russia.

SESAC PREDICTS

Promising Year for Radio

SCOFFING at "crepe-hanging talk of recession," *SESAC Music*, monthly service bulletin of SESAC Inc., New York performance licenser and transcription library, predicted, in its 1949 autumn issue a year ahead for radio that "certainly warrants promise." "Networks, independent stations, advertising agencies, music publishers and transcription firms are working constantly to make the 1949-1950 year one of the very best," the publication explained.

The bulletin mentioned the many homes under construction, which will mean a demand for new radio and television sets. "After all," it suggested, "we still believe in love and romance, and marriage is a fine old custom. It is still our biggest and busiest industry and no one has ever heard of a slacking off." The publication listed the many items purchased by new families, which included radio sets and other musical instruments, and the resultant need for better, more expensive and more ambitious programs.

WITH use of fast mobile unit, WSAZ Huntington, W. Va. gave full coverage to 17th annual West Virginia State Open Golf Tournament played in Huntington.

Major Market Television Station $550,000.00

Located in one of the great markets of America this unusually attractive network TV station is showing a steady growth that makes this one of the nation's outstanding television properties. Technical position is excellent; equipment and facilities very complete. We believe this situation offers one of today's great television opportunities—an opportunity to duplicate the spectacular growth of major broadcast operations.

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Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 76)

September 7 Decisions . . .

BY THE SECRETARY

WTNB Birmingham, Ala.—Granted extension of authority to remain silent for period of thirty days. By a Board.

WTRR Sanford, Fla.—Granted license covering change trans. and studio locations.

KCOK Tulare, Calif.—Granted license increase power, change frequency, install new trans. and DA-N and change trans. location.

Johnston Bcstg. Co., Bessemer, Ala.—Granted license new STL KIA-32.

WJIM Lansing, Mich.—Granted cancellation CP change frequency, increase power, install new trans. and DA-DN and change trans. location.

KIFN Phoenix, Ariz.—Granted mod. CP for approval of ant. trans. and studio locations.

The following were granted mod. CP's for extension of completion dates as shown: KNX-FM Hollywood, Calif. to 12-28-49; KRNT-FM Des Moines, Ia., to 3-30-50; WCAP-FM Asbury Park, N. J. to 3-3-50; WMIN-FM St. Paul, Minn. to 12-30-49; WKY-FM Oklahoma City, Okla. to 1-1-50; WDAK-FM Columbus, Ga., to 3-30-50; WFIL-FM Philadelphia to 11-30-49; WKTV, Utica, N. Y. to 12-1-49; WBTV, Charlotte, N. C., to 3-30-50; WKY-TV, Oklahoma City, to 12-30-49. WJHL-FM Johnson City, Tenn. to 3-1-50; WERC-FM Erie, Pa. to 1-2-50; WWJ-TV Detroit, Mich. to 12-15-49; WFIL-TV Philadelphia to 1-30-49. KRIC-FM Beaumont, Tex. to 6-6-50; WFMZ Allentown, Pa. to 2-22-50; WMRI Marion, Ind. to 12-1-49; WKAP-FM Allentown, Pa., to 12-22-49.

WRFS Alexander City, Ala.—Granted license changes in vertical ant. and mounting FM ant. on AM tower.

WNNT Warsaw, Va.—Granted license new AM station; 690 kc 250 w D.

WCBC Anderson, Ind.—Granted license to mount FM ant. on present AM tower.

College of The Pacific, Area of Stockton, Calif.—Granted license for new Remote Pickup KA-2879.

WCBT Roanoke Rapids, N. C. — Granted license change vertical ant. and mount FM ant. on AM tower.

KPAC Port Arthur, Tex.—Granted license install old main trans. at location of main trans. to be used for aux. purposes with power of 1 kw DA-N.

WAFB Baton Rouge, La.—Granted license change hours operation, change power, install new trans. and DA-DN change trans. location and mount FM ant. on #3 tower.

KTOK Oklahoma City, Okla.—Granted license change frequency, increase power, install new trans. and DA-DN change trans. location and mount FM ant. on #3 tower.

WDAY Fargo, N. D.—Granted CP install new trans.

WBAC Cleveland, Tenn. — Granted CP install new trans.

Central Bcstg. Co. Davenport, Iowa—Granted CP for new Experimental TV Relay KA-603.

WOOB Anniston, Ala.—Granted CP and license install new trans.

Granted following remote pickup broadcast licenses for period Sept. 1, 1949 to May 1, 1952, subject to changes in frequency which may result from proceedings in Docket No. 6651: KA-3060 Area Phoenix, Arizona; KA-3066 Area Fairbanks, Alaska; KA-3080; KA-3081 Area New York.

Granted following remote pickup broadcast station licenses for period Sept. 1, 1949 to Nov. 1, 1951, subject to changes in frequency which may result from proceedings in Docket No. 6651; KA-3405, KA-3406 Tarrant Broadcasting Co. Area Fort Worth, Texas.

Licenses of following remote pickup broadcast stations expiring Sept. 1, are extended upon temporary basis only, pending receipt of and/or determination upon application for renewal of licenses in no event later than 3 a.m., EST. Dec. 1, 1949: KA-3416 Area Albuquerque, N. M.; KA-3417 Area New York; KA-3088; KA-3089; KA-3090, Area Charleston, W. Va.; KA-3418; KA-3419; KA-3420, Area Los Angeles; KA-3053; KA-3054; KA-3055, Area San Francisco; KA-3218 Area Colby, Kan.; KA-3407-3408 Area Cleveland, Ohio.

The Regents of the University of Mich., Ann Arbor, Michigan—Granted license STL KQA-61 for period Sept. 1, 1949 to Sept. 1, 1950, subject to changes frequency which may result from proceedings in Docket 6651.

WTAX Springfield, Ill.—Granted license increase power and install new trans.

WSPC Anniston, Ala.—Granted license new AM station; 1390 kc 1 kw unl. DA.

WLAW-FM Lawrence, Mass.—Granted license new FM station; Chan. 229 (93.7 mc) 20 kw 400 ft.

WPRO-FM Providence, R. I.—Granted license new FM station; Chan. 222, (92.3 mc) 20 kw 450 ft.

WJAS-FM Pittsburgh, Pa.—Granted license new FM station; Chan. 259 (99.7 mc) 24 kw 470 ft.

KBIX-FM Muskogee, Okla.—Granted license for new FM broadcast station; Chan. 253, (98.5 mc) 3.3 kw 320 ft.

KREI-FM Farmington, Mo.—Granted license new FM station; Chan. 261, (100.1 mc) 300 w 210 ft.

KRKD-FM Los Angeles—Granted license new FM station; Chan. 242, (96.3 mc) 15 kw 475 ft.

WOAY-FM Oak Hill, W. Va.—Granted license for new FM broadcast station; Chan. 231, (94.1 mc) 19 kw 340 ft. (BLH-481).

WMBO-FM Auburn, N. Y.—Granted license reinstatement new FM station; Chan. 241, (96.1 mc) 18 kw 520 ft.

WGOV-FM Valdosta, Ga.—Granted license reinstatement new FM station; Chan. 223, (92.5 mc) 7 kw 305 ft.

KVOO Tulsa, Okla.—Granted license install new DA-N.

WKRC-TV Cincinnati, Ohio—Granted license new commercial television station.

KGAK Gallup, N. M.—Granted mod. license to change studio location.

WILM Wilmington, Del.—Granted mod. CP to change type trans.

WBLK Clarksburg, W. Va.—Granted mod. CP to make changes in vertical ant.

KNEM Cecil W. Roberts, Nevada, Mo.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WJER Dover, Ohio—Granted mod. CP for approval of ant. trans. and studio locations and change type of trans.

KSDO San Diego, Calif.—Granted mod. CP to change type trans. and change studio location.

WJMA Orange, Va.—Granted mod. CP to change type trans. for approval of ant. trans. and studio locations.

WCON Atlanta, Ga.—Granted mod. CP for extension of completion date to 3-21-50.

KERG Eugene, Ore.—Same to 11-19-49.

WFSS Long Island, N. Y.—Same to 11-29-49.

ACTIONS ON MOTIONS

By Commissioner Webster

Bartley T. Sims Ukiah, Calif. — Granted continued hearing upon Sims application and that of Mendocino Bcstg. Co., Ukiah, Calif. to Nov. 21.

Warner Bros. Pictures, Inc. and Los Angeles Bcstg. Co., Inc., Los Angeles—Granted dismissal without prejudice application for transfer of control of KMTR Radio Corp. licensee of AM station KLAC and permittee of TV station KLAC-TV Los Angeles, and Palo Alto Radio Station Inc., licensee of AM station KYA San Francisco; dismissed as moot petition of Los Angeles Bcstg. Co. for intervention.

Afro-American Bcstg. System Inc., Hopkins Park, Ill.—Granted continued hearing on application for CP to Jan. 9, 1950.

KSIG Crowley, La.—Granted petition for leave to intervene in hearing upon applications of Charles Wilbur Lamar Jr., Morgan City, La., et al. (Docket 8302 et al.).

WSEE St. Petersburg, Fla.—Granted continued hearing on application for extension of TV completion date to Oct. 12, 1949.

Coston-Tompkins Bcstg Co., Ironton, Ohio—Granted continued hearing on application for CP.

W9XHZ Sarkes Tarzian, Bloomington, Ind.—Granted extension of time to file reply to exceptions of Acting General Counsel of FCC in proceeding upon application for renewal of license to Aug. 26.

WJIM WJIM, Inc., Lansing, Mich.—Dismissed as moot petition requesting dismissal of application CP.

News Publishing Co., Rome, Ga.—Amended application so as to request 1410 kc 1 kw unl. in lieu of 1400 kc 250 w unl. and for removal from hearing docked. Examiner J. Fred Johnson Jr.

WJOC Jamestown, N. Y.—Amended application for CP so as to specify definite trans. site and provide related data, and further requesting that application be retained on hearing docket. Examiner Leo Resnick.

Lakewood Bcstg. Co., Dallas, Tex.—Granted continued hearing on application and that of KRMD Shreveport, La., and KVOL Lafayette, La., to Nov. 9. Examiner Fanney N. Litvin.

WCUM Cumberland, Md.—Granted extension of time for filing memorandum of law requested by Examiner to Sept. 16. Examiner Leo Resnick.

September 7 Applications . . .

ACCEPTED FOR FILING

License for CP

KBRS Springdale, Ark.—License for CP new AM station.

AM—1480 kc

KRMD Shreveport, La.—CP to change from 1340 kc 250 w unl. to 1480 kc 5 kw-D 1 kw-N AMENDED to request 1480 kc 1 kw-D 500 w-N.

AM—900 kc

Richard O'Connor, Saratoga Springs, N. Y.—CP new AM station 1280 kc 1 kw D AMENDED to request 900 kc 250 w D.

AM—1280 kc

WEIM Fitchburg, Mass. — CP to change from 1340 kc 250 w unl. to 1280 kc 5 kw-D 1 kw-N.

License Renewal

Request for license renewal AM station: WMGY Montgomery, Ala.; KFRE Fresno, Calif.; WLAD Danbury, Conn.; WLAQ Rome, Ga.; WLS Chicago; KXIC Iowa City, Ia.; WTPS New Orleans; WJR Detroit; KNUJ New Ulm, Minn.; KFUO Clayton, Mo.; WEW St. Louis, Mo.; WHCU Ithaca, N. Y.; WNYC New York; WRRZ Clinton, N. C.; WHNC Henderson, N. C.; WGTL Kannapolis, N. C.; WNAO Raleigh, N. C.; WAYN Rockingham, N. C.; WJW Cleveland, Ohio; WRFD Worthington, Ohio; WCHA Chambersburg, Pa.; WESA Charleroi, Pa.; WVPO Stroudsburg, Pa.; WMPS Memphis; WPIK Alexandria, Va.; WHTN Huntington, W. Va.; WJPG Green Bay, Wis.; WVOK Birmingham, Ala.; WORZ Orlando, Fla.; WROM Rome, Ga.; WKTG Thomasville, Ga.; KWGB Goodland, Kan.; WHAS Louisville, Ky.; WACE Chicopee, Mass.; KOJM Havre, Mont.; KJSK Columbus, Neb.; WOTW Nashua, N. H.; WPAQ Mount Airy, N. C.; KTOW Oklahoma City; WNEL San Juan, P. R.; WPTR Paris, Tenn.

Modification of CP

Mod. CP new FM station for extension of completion date: KRON-FM San Francisco; KIMV Grant Township, Kan.; WCAL-FM Northfield, Minn.; KFVS-FM Cape Girardeau, Mo.; WBCC-FM Bethesda, Md.; WBCA Schenectady, N. Y.

License for CP

WQDI Quincy, Ill.—License for CP new FM station.

TENDERED FOR FILING

AM—850 kc

WKBZ Muskegon, Mich. — CP to change from 850 kc 1 kw unl. to 850 kc 5 kw-D 1 kw-N DA-DN.

AM—930 kc

KWOC Poplar Bluff, Mo. — CP to change from 1340 kc 250 w unl. to 930 kc 1 kw unl. DA-N.

SSA—1410 kc

KBUD Athens, Tex.—Request for SSA on 1410 kc 250 w-D 100 w-N for period ending Nov. 30, 1949.

SSA—1030 kc

KWBU Corpus Christi, Tex.—Extension of SSA on 1030 kc 50 kw unl. from local sunrise at Boston, Mass. to local sunset at Corpus Christi for period not to exceed 12 mos. from Sept. 15.

AM—790 kc

WMON Montgomery, W. Va.—CP to change from 1340 kc 250 w unl. to 790 kc 1 kw-D 500 w-DA-N.

SSA—640 kc

WOI Ames, Iowa—Request for SSA on 640 kc to operate from 6 a.m. to local sunrise CST for period ending not later than Nov. 1, 1952.

Transfer of Control

WHB Kansas City, Mo.—Transfer of voting control of WHB Bcstg. Co. from Charles R. Cook deceased to First National Bank of Kansas City and Robert B. Caldwell executors.

September 8 Decisions . . .

BY A BOARD

Assignment of CP

KTUR Turlock, Calif.—Granted consent to assignment of CP from partnership of 8 individuals to Turlock Bctsg. Corp. under same control; no monetary consideration.

Study Postponed

KWRZ Flagstaff, Ariz.—Pending study of petition filed Sept. 2, postponed from Sept. 15 to Oct. 15, specified date for KWRZ to cease operations.

Transmitter Change

WMRO Aurora, Ill.—Granted CP change trans. location and make changes in radiating systems, subject to condition that applicant agrees to satisfy all legitimate complaints of blanket interference occurring within 250 mv/m contour.

Changes in DA

WBAY Green Bay, Wis.—Granted CP to install new ground system and make changes in DA eng. cond.

Hearing Designated

Orville L. Jenkins, Quanah, Tex., and Tul'e Bcstg. Co., Tulia, Texas—Designated for consolidated hearing applications for new station on 1150 kc, 250 w D at Quanah and Tulia respectively.

WLEA and WWHG Hornell, N. Y.—Designated for consolidated hearing applications of WLEA to change facilities from 1320 kc 1 kw D to 1420 kc 500 w-N, 1 kw-LS, DA night and of WWHG to change facilities from 1590 kc 1 kw D to 1420 kc 500 w N 1 kw-LS, DA-N.

Delta Bcstg., Inc., Thiboudaux, La. and KCIL Houma, La.—Designated for consolidated hearing applications of

(Continued on page 84)

In

Altoona, Pa.,

It's

ROY F. THOMPSON

and

WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by

ROBERT MEEKER ASSOCIATES

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this issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

FCC Actions

(Continued from page 83)

Delta Bcstg Inc., for new station at Thiboudaux, La. on 670 kc 500 w D and of KCIL to change facilities from 1490 kc 250 w unl. to 630 kc 1 kw unl. DA-DN.

Eastern Indiana Radio Corp., Muncie, Ind.; Kokomo Pioneer Broadcasters, Kokomo, Ind., and Chronicle Pub. Co. Inc., Marion, Ind.—Designated for consolidated hearing applications for new stations on 1400 kc 250 w unl. at Muncie, Kokomo and Marion, respectively; made WING Dayton, Ohio, WDWS Champaign, Ill., and WKJG Fort Wayne, Ind. parties to proceeding.

Petition Granted

WEST Easton, Pa. and Radio Reading, Reading, Pa.—Granted petition of WEST to designate for hearing application of Radio Reading for new station at Reading on 1400 kc 250 w unl. time, and made WEST Easton, WDAS Philadelphia, and WHGB Harrisburg, parties to proceeding.

Petitions Granted

KTYL Mesa, Ariz.—Affirmed action of June 3 of motions commissioner granting petitions to amend application, denied petitions in all other respects; on Commission's own motion amended order of May 5 designating application for hearing, to remove Warner Brothers as parties to proceeding, and deleted that part of Issue 2 which refers specifically to KWBR, and to include new Issue 5 "To determine whether operation of KTYL as proposed would involve objectionable interference with XEC Tijuana, Mex. or with any other existing foreign station and, if so, whether such interference would be in contravention of international agreement or Commission's Rules and Standards."

Removed from File

KFEQ St. Joseph, Mo.—On petition removed from pending file and returned to processing Line 2 application for CP to make changes in daytime DA pattern.

Request Granted

KWIK Leslie S. Bowden, Trustee in Bankruptcy, Burbank, Calif—Granted request to duplicate programs of FM station KFMV over AM station KWIK.

License Granted

KICK Springfield, Mo.—Granted license for new AM station; 1340 kc 250 w unl.

Hearing Designated

Muller Brothers, Inglewood, Calif.—Designated for hearing application for new station on 830 kc 10 kw D in consolidated proceeding with other applications for daytime-only facilities previously designated for hearing in Dockets 6737 et al, scheduled for Sept. 19, in Washington; further ordered that if, as result of consolidated proceeding it appears that, were it not for issues pending in hearing regarding clear channels and in hearing regarding daytime skywave transmissions and Commission's policy pertaining thereto as announced Aug. 9, 1946 and May 8, 1947, public interest would be best served by grant of one or more of these applications other than that of William and Lee A. Odessky, then such application or applications shall be returned to pending file until after conclusion of said hearings regarding clear channels and daytime skywave transmissions.

Permits Reinstated

WJEM Springfield, Ohio—Granted CP for Class A FM station to replace expired permit.

WBUY-FM Lexington, N. C.—Same.

WTNB-FM Birmingham, Ala.—Granted construction permit for Class B FM station to replace expired permit.

WSUA-FM Bloomington, Ind.—Same.

KOTA-FM Rapid City, S. D.—Same.

KFLW-FM Klamath Falls, Ore.—Same.

Modification of CP

KDYL-TV Salt Lake City, Utah—Granted mod. CP to reduce ERP from 14.5 kw to 3.7 kw, increase ant. from minus 542 to minus 500 ft., make changes in trans. and ant.

Extension Granted

KEYL San Antonio, Tex.—On petition, reconsidered and set aside Commission action June 29, denying application for extension of completion date, removed from hearing docket and granted said application for extension of completion date to Jan. 7, 1950.

WOIC Washington, D. C.—Granted STA to operate WOIC trans. for purpose of cooperating with CBS in demonstrating color television system in connection with pending TV hearing, for period of 30 days beginning Sept. 25.

Twentieth Century-Fox Film Corp.—Denied request of Aug. 11 that Commission "re-evaluate" comments filed by Twentieth Century-Fox Film Corp. on Aug. 2, pursuant to Commission's proposed rule making of June 29 governing use on regular basis of bands 1990-2110, 6875-7125 and 12,700-13,000 by television stations for aux. purposes. Twentieth Century-Fox sought to file comments in support of re-allocating number of TV auxiliary frequencies for theatre television service. Commission pointed out that this particular proceeding expressly precludes comments which propose allocation of frequencies for theatre television service. In meantime Twentieth Century-Fox and other film interests have filed statements with respect to their views on possible future regular theatre TV service.

STA Granted

WCBS-TV New York N. Y.—Granted STA for 30 days from Sept. 7 to operate regular trans. of WCBS-TV during times when regular programs are not being broadcast, for color TV testing purposes.

September 8 Applications . . .

ACCEPTED FOR FILING

License for CP

WWWF Fayette, Ala.—License for CP new AM station.

SSA—640 kc

WOI Ames, Iowa—Request for SSA on 640 kc to operate from 6 a.m. to local sunrise CST for period ending not later than Nov. 1 1952.

License Renewal

Request for license renewal AM station: WWPF Palatka, Fla; WKYW Louisville, Ky.; KSTL St. Louis; WMBL Morehead City, N. C.; WDSC Dillon, S. C.; WJIG Tullahoma, Tenn.; KSFA Nacogdoches, Tex.; KBUH Brigham City, Utah; WCYB Bristol, Va.; KXA Seattle, Wash.; WOAY Oak Hill, W. Va.

TENDERED FOR FILING

Transfer of Control

KXXX Colby, Tex.—Acquisition of control of Western Plains Bcstg. Co. Inc., by John B. Hughes.

Assignment of License

WFRO-AM-FM Fremont, Ohio—Assignment of license and CP from Robert F. Wolfe Co. to corporation of same name.

GOOD TURN

WGAR Aids Competitor

"NTH DEGREE" cooperation is claimed by WGAR Cleveland in aiding a competing station to receive first call on a special events broadcast while its own pick-up attempted later in the day failed.

Occasion was a special train run held Aug. 31 by proponents of a city charter amendment to enable Cleveland to obtain an RFC multi-million dollar loan for a public transit system operating over existing railroad lines. On board were key city officials, councilmen, Transit Board members and other dignitaries.

Using batteries and a converter, WJMO, daytime independent, and WCUO (FM) planned to tape record broadcasts. When power was unobtainable, Sid Andorn, WGAR special events director, on board a flat car of the train with a mobile unit, offered both stations WGAR facilities. WGAR took WJMO's broadcast and cut the record which the latter picked up and used before its sunset signoff. Later, Mr. Andorn ready for his own broadcast ran up against a signal failure and consequently WGAR engineers were unable to pick it up. The station wound up with Mr. Andorn interviewing officials from its studios.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO SEPTEMBER 8

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,035	1,983	220		373	252
FM Stations	738	402	433	10	58	30
TV Stations	75	18	100		348	182
* 5 on air						

* * *

Docket Actions . . .

INITIAL DECISION

WMEX Boston, Mass.—Initial decision of examiner James D. Cunningham looking toward granting applications of Northern Corporation for renewal of license and transfer of control from John E. Reilly, Charles A. Coughlin, George Kaplan, Fred Randazzo and Allen T. Dresser to Alfred J. Pote, William S. Pote and Antoinette Iovanna. See story this issue. Decision Sept. 6.

MEMORANDUM OPINION

John W. Morris, Red Lion, Pa.—Denied petitions requesting that application for new AM station on 940 kc, 1 kw daytime be removed from pending file and processed, and Section 3.25 of rules be amended by striking 940 kc from list of frequencies therein. Decision Sept. 8.

Non-Docket Actions . . .

AM GRANTS

Monroe, La.—Dr. Frank P. Cerniglia granted new AM station on 1230 kc, 250 w unlimited. Estimated cost $14,083. Dr. Cerniglia has practiced dentistry for past 20 years. Program tests will not be authorized until KNOE has ceased operations. Granted Sept. 8.

Charlotte Amalie, St. Thomas, Virgin Islands—William N. Greer granted AM permit for 1340 kc, 250 w unlimited. Mr. Greer already has much equipment on hand and estimates cost of construction at under $4,000. This is first grant for radio station in the Virgin Islands although there are presently two pending applications. Story this issue. Granted Sept. 8.

WASA Havre de Grace, Md.—Chesapeake Broadcasting Corp., granted switch in facilities from 1600 kc, 500 w daytime to 1330 kc, 1 kw daytime providing that applicant agrees to satisfy legitimate complaints of blanket interference. Granted Sept. 8.

KFRB Kermit, Tex.—Kermit Broadcasting Co., granted change in frequency from 610 kc, 1 kw unlimited, directional to 600 kc, 1 kw unlimited, directional. Granted Sept. 8.

WDSM Superior, Wis.—Ridson Inc., granted change from 1230 kc, 250 w unlimited to 710 kc, 5 kw unlimited DA-2. Granted Sept. 8.

WTTH Port Huron, Mich.—Times Herald Co., granted switch in facilities from 1360 kc, 1 kw daytime to 1380 kc, 1 kw unlimited, directional. Granted Sept. 8.

TRANSFER GRANTS

KFDA-AM-FM Amarillo, Tex.—Granted transfer of 200 shares of stock in Amarillo Broadcasting Co. from J. Lindsey Nunn to Gilmore H. Nunn, son. Previously J. L. Nunn held 51% interest in company and transfer of stock makes father and son equal partners. No money involved. KFDA is assigned 1440 kc, 5 kw-D 1 kw-N. Granted Sept. 7.

KAMQ Amarillo, Tex.—Granted assignment of license from Hovt Houck, Robert D. Houck, Walter G. Russell and W. J. Dickerson, partnership d/b as Top of Texas Broadcasting Co. to a corporation outstanding stock of which will be owned by same partners equal to their respective partnership interests. No monetary consideration. KAMQ is assigned 1010 kc, 1 kw daytime. Granted Sept. 7.

WJBB Haleyville, Ala.—Granted assignment of license from Roy Mayhall, M. E. Buttram and H. E. Ray d/b as Haleyville Broadcasting Co. to H. E. Ray, Guy L. Ray and Roy Mayhall new company of same name. Mr. Buttram resides in Hollywood, Calif., and since he is unable to look after the business properly an agreement was made between partners and Guy L. Ray to take over assignment. WJBB is assigned 1230 kc, 250 w unlimited. Granted Sept. 7.

WSOY-AM-FM Decatur, Ill.—Granted assignment of license from Commodore Broadcasting Inc., to Illinois Broadcasting Co. Both companies are owned 100% by Decatur Newspapers Inc. WSOY is assigned 1340 kc, 250 w unlimited. WSOY-FM is assigned Channel 271 (102.1 mc). Granted Sept. 7.

KUTA Salt Lake City, Utah—Granted assignment of license from Frank C. Carman, David G. Smith, Grant R. Wrathall, and Administrator of Estate of Jack L. Powers d/b as Utah Broadcasting and Television Co. to Frank C. Carman, David G. Smith, Grant R. Wrathall and Edna O. Powers and Edna O. Powers, guardian of Sharon Lee Powers partnership of same name. No money involved. Granted Sept. 7.

Deletions . . .

Five FM authorizations were deleted by FCC bringing total withdrawals since first of year to 146. Deletions, effective dates and reasons for withdrawal follow:

KFEY Fresno, Calif.—Pacific Broadcasting Co. CP Aug. 29. Applicant is unable to meet condition that CP be completed or interim operation be commenced prior to expiration date.

KAIR Laredo, Tex.—Laredo Broadcasting Co., Conditional grant Sept. 7. Transmitter site not approved by CAA and no other site available.

KROW-FM Oakland, Calif.—KROW Inc. CP Sept. 7. Applicant feels without TV grant FM investment would be unreasonable in view of great number of FM stations in Oakland-San Francisco area.

WPLO Memphis, Tenn.—WMPS Inc. CP Sept. 7. Extension of time not sufficient to complete station and lack of transmitter site.

KSBS Kansas City, Kan.—Sunflower Broadcasting System. CP Sept. 7. Economic.

New Applications . . .

AM APPLICATIONS

New Iberia, La.—Queen City Broadcasting Co. Inc., 1570 kc, 1 kw daytime. Estimated cost $31,900. Principals include: George H. DeClouet, stockholder General Securities Co., Port Allen Finance Co. Inc. and Baton Rouge Insurance Co., 50%; Paul M. Cochran, sole owner Baton Rouge Floor Covering Co., 25%; A. P. McLachlan, stockholder in Baton Rouge Insurance Co., 25%. Filed Sept. 7.

Pasco, Wash.—Louis Wasmer, 960 kc 1 kw unlimited, directional antenna day and night. Estimated cost: $90,000. Mr. Wasmer was sole owner of recently sold KGA Spokane and holds 43% interest in KOL Seattle and 22% KXL Missoula, Mont. Filed Sept. 1.

FM APPLICATION

Cape Girardeau, Mo.—Cape County Broadcasting Co., Channel 249 (97.7 mc) ERP 0.332 kw, antenna height above average terrain 92.7 ft. Principals and equal partners with 33⅓% are: Richard C. Brandt, salesman Investors Syndicate; William C. Brandt, office manager Brown Shoe Factory and William Bryan, assistant chief engineer KREI Farmington, Mo. Estimated cost of construction $15,000. Filed Aug. 25.

TRANSFER REQUESTS

KWIK-AM-FM Burbank, Calif.—Assignment of license and FM construction permit from Leslie S. Bowden, trustee in bankruptcy to Union Broadcasting Corp. of Calif. for consideration of $40,000. Union Broadcasting Corp. of California is owned by Ladies Garment Worker's Union which also is sole stock owner of Unity Broadcasting Corp., New York and WVUC Chattanooga, Tenn. KWIK is assigned

1490 kc, 250 w unl. KWIK-FM is assigned Channel 232 (94.3 mc). Filed Aug. 25.

WHGR Greensboro, N. C.—Assignment of CP from Gilbert M. Hutchinson d/as Guilford Broadcasting Co. to Greensboro Broadcasting Co. Consideration is $4,928.21 which amounts to out-of-pocket expenses incurred by Mr. Hutchinson in securing permit. Greensboro Broadcasting Co. is licensee of WGBG same city. WHGR is assigned 1490 kc, 250 w unlimited. Filed Aug. 30.

WCYB Bristol, Va.—Transfer of control in Appalachian Broadcasting Corp. from James Mahoney (deceased) to James D. Mahoney and Thomas J. Doyle administrators of the estate. Prior to his death in January Mr. Mahoney held ½ interest in WCYB. Other stockholders in station are J. Fay Rogers and Robert H. Smith. WCYB operates with 10 kw daytime on 1490 kc. Filed Aug. 30.

WCIF-AM-FM Madisonville, Ky.—Transfer of control of Madisonville Broadcasting Co. from F. E. Lackey and W. Prewitt Lackey to Pierce E. Lackey. Pierce Lackey receives 20% interest in WCIF from W. Prewitt Lackey for a consideration of ⅛ interest in real estate firm of Foremen and Lackey and assumption of obligation of W. Prewitt which amounts to $5,600. F. E. Lackey transfers 40% interest in station to Pierce upon Pierce assuming all obligations of said station. There is no transaction of funds as F. E. is indebted to Pierce for financial assistance and numerous advices over ten year period. WCIF is assigned 730 kc, 250 w daytime. WCIF-FM is assigned Channel 285 (104.9 mc). Filed Aug. 30.

WGTL Kannapolis, N. C.—Assignment of license from Fred H. Whitley to a new corporation Fred H. Whitley Inc. Legal title of two shares or 1% of stock is vested in wife and father of Mr. Whitley. Transfer is requested to improve financial condition of station. Beneficial title of two shares is retained by Mr. Whitley. WGTL operates with 1 kw daytime on 870 kc. Filed Aug. 31.

WCOJ Coatesville, Pa.—Assignment of CP from four partners, David Ginsburg, Morris Singer, William S. Halpern and Louis N. Seltzer d/b as Chester County Broadcasting Co., to new corporation of equal interest consisting of Mr. Halpern, Mr. Seltzer and newcomer Richard J. Scully. Mr. Scully is mayor of Coatesville. Mr. Ginsburg and Mr. Singer withdraw from original agreement. No monetary consideration involved. WCOJ is assigned 1420 kc, 1 kw unlimited DA-N. Filed Aug. 31.

WKAQ San Juan, P. R.—Assignment of license from Radio Corp. of Porto Rico to Angel Ramos. Mr. Ramos is presently licensee of WEMB San Juan but immediately upon grant of transfer will discontinue operation of this station. Consideration is $325,000. Assignor feels that because of great number of stations in San Juan there is not sufficient business to provide a reasonable return on investment. Mr. Ramos is sole owner of El Mundo Inc., daily San Juan newspaper. WKAQ operates with 5 kw unlimited on 620 kc. Filed Sept. 7.

WJEL-AM-FM Springfield, Ohio—Transfer of 125 shares of stock of Champion City Broadcasting Co., from R. J. Parsons to Frank N. Jones. Dr. Parsons, physician, owns 375 shares of stock and Mr. Jones presently owns 25 shares. Transfer will make them equal partners. Consideration is book value of stock. WJEL operates on 1600 kc, 100 w daytime. Filed Sept. 1.

AT&T

(Continued from page 60)

frequencies for intercity television relaying, which formed the backbone of the interconnection system, the Commission said:

> . . . The policy therein determined . . . does not mean that intercity television relaying is to be restricted to a single common carrier and the Commission will consider applications by all qualified persons, including current operators of private facilities, for authority to operate microwave radio relay stations for the purpose of furnishing intercity video transmission service on a common carrier basis on the appropriate common carrier frequencies.
>
> In the meantime, recognizing the public interest in the need on the part of private broadcasters for intercity video transmission facilities both for national network purposes where common carrier facilities have not been provided, and for connecting links to bring national network video programs to areas not served by common carriers, it is the Commission's policy to continue to authorize intercity relaying by private broadcasters on the same secondary basis in relation to Television STL and Television Pickup services as described in . . . the report of Feb. 20, 1948 (1990-2110, 6875-7125, and 12700-13200 mc).
>
> However, as previously stated, such provision for intercity video relaying by the broadcasters is a purely temporary measure pending general availability of permanent common carrier facilities.
>
> The Commission will therefore maintain a continuing review of outstanding authorizations to broadcasters to operate intercity video relay facilities by radio on a non-common carrier basis, with a view to determining whether adequate common carrier facilities are available in the areas served thereby, and will terminate such authorizations when adequate common carrier facilities are found to be available, giving due consideration to the opportunity such broadcaster may have had to amortize his facilities in accordance with the caveat . . . in the report of Feb. 20, 1948. . . . Cooperation by the common carriers in making known their construction plans will facilitate the operation of this plan to the best interest of all concerned.

"Caveat" Mentioned

The "caveat" which FCC mentioned was the 1948 report's assertion that "this special provision for intercity television relaying is a purely temporary measure designed to assist the television industry until such time as permanent common carrier facilities are generally available, and those broadcasters who venture into the business of relaying television programs in these frequency bands should plan to amortize their investment at the earliest possible date" [BROADCASTING, Feb. 23, 1948].

On the basic contentions advanced by the telephone company and the television interests during the hearing, FCC's proposed report ruled:

> . . . Since the Commission will not authorize duplicating private operations by radio where common carrier facilities are adequate, the "skimming the cream" argument [of AT&T] loses its applicability. . . .
>
> . . . It is not unreasonable to expect operating problems of the nature referred to [by AT&T] if interconnections are permitted or required; however, it is clear from the record that interconnection is technically feasible on a satisfactory basis. Thus, for example, Philco has operated its system on an interconnected basis with Bell System facilities with satisfactory results; in fact, it has carried on such connected operations without Bell even knowing that the program came to it over Philco facilities. . . .
>
> . . . The record shows the technical competence of Western Union, DuMont, and Philco to operate TV intercity transmission equipment. In this regard the record indicates that the performance characteristics of the Western Union and Philco equipment compare favorably, and in some respects may be superior to some facilities now furnished by the Bell System. . . .
>
> . . . The Bell System companies argue that interconnection will result in duplication of facilities, which is wasteful of frequencies. . . . Since the interconnection . . . would be required only during the period necessary for the common carriers to provide adequate intercity facilities . . . it would not appear that unnecessary duplication facilities would result. . . . On the other hand, failure by the common carriers to effect or permit interconnections [before] they are able to meet the full needs of the broadcasters for intercity video channels would have the effect of impairing the most efficient utilization of the frequencies available [by] discouraging the filing of applications for operations thereon, and by restricting existing facilities operating on such frequencies to part-time operation. . . .
>
> . . . It is clear that in view of the heavy cost of TV programming, availability of network services would in many instances be an important criterion in determining whether, where and when to construct a TV broadcast station, [so that] in the absence of adequate common-carrier intercity channels this policy [against interconnection] would seem to impede the development of nation-wide television broadcasting. . . .
>
> . . . The matter of whether or not interconnection is required with intercity facilities of private broadcasters would appear to have but a limited and temporary effect, if any, on the possible development of an alleged unlawful monopoly in the manufacture and sale of video relay equipment, since all private video relay operations will be terminated upon availability of common carrier facilities.
>
> . . . The basic circumstances contributing to the possibility of the manufacturing and sales monopoly which it is alleged may develop is the relationship between Western Electric [manufacturing and supply unit owned by AT&T] and the Bell System operating companies whereby Western Electric supplies virtually all equipment for such companies. In this regard we take notice of the fact that the U.S., on Jan. 14, 1949, filed an antitrust action . . . against Western Electric and AT&T seeking, among other things, to dissolve this relationship.

The Commission made plain that it considered the telephone company's non-interconnection policy unlawful not only insofar as it related to intercity transmissions, but also where the ban applies to connections with a station's mobile pickup units or to off-the-air pickups from other stations.

Mobile pickups are affected where they occur outside the station's local video exchange area; in such cases, under the AT&T policy, the station must use the telephone company's mobile units for relays back to the studio unless the telephone company has none available, in which case interconnection with the station's units is permitted. This, FCC held, not only imposes limitations on the use of equipment which the Commission has authorized, but also discourages such pickups—"a type of programming which is particularly desirable because of its timely and newsworthy character."

Off-the-Air Pickups

As to broadcasts or relays from off-the-air pickups from other TV stations, the Commission said:

> Such rebroadcasting in the formative stage of TV broadcasting is in the interest of the widest possible dissemination of video programs and the most efficient operation of TV broadcast stations in the public interest. It would seem clear that the high cost of video programming together with the present charges for intercity video channels might effectively preclude video broadcasting in many of the less populated communities of the U.S. if this method of network broadcasting were to be denied stations operating in such areas.
>
> In the cases where microwave radio relay stations are operated to effect such relays, such private authorizations will be cancelled upon the availability of adequate common carrier facilities. . . . However, where intercity video networks are partially effected by direct pickups and rebroadcasts of video programs by other TV broadcast stations, it is the Commission's present policy to permit such operations. . . . To the extent that the interconnection tariff regulations of the Bell System impede this activity they are in conflict with the Commission's public interest determintaion in this regard.

Date Not Set

Date for commencement of the hearing on the reasonableness of the rates fixed by AT&T and Western Union for use of their respective intercity facilities has not been set. Presumably this session will get under way upon disposition of the interconnection question, which is subject to oral argument before final decision by the Commission.

In addition to the Bell System and Western Union, Philco operates a radio relay link between New York and Philadelphia, and DuMont has a relay station which picks up the WABD (TV) New York signal and sends it to WNAC-TV New Haven, both on a private (non-common carrier) basis. Other companies operating private intercity TV facilities are General Electric, between New York and Schenectady; Balaban & Katz between South Bend and Chicago, and NBC between Philadelphia and Washington.

FCC reported that the Bell System appeared to be the only organization with plans for a nation-wide intercity facilities system, although "there is some evidence that Western Union would like to expand its system if interconnection could be effected, and DuMont has indicated that some construction has been and is being considered."

SPARTAN inspiration for 1949 grid season garnered by Michigan National Network conferees are (l to r) Howard Finch of WJIM Lansing, Howard Stoddard, president of the Michigan National Bank; "Biggie" Munn, head coach of the "Spartans," and Ralph Young, Michigan State College athletic director. Mr. Finch, midwest sportscaster, will call play-by-play with WJIM the originating station. Other stations in the network include WFDF Flint, WOOD Grand Rapids, WSAM Saginaw, WELL Battle Creek and WHLS Port Huron.

At Deadline...

ORAL ARGUMENT HELD ON WHAS PURCHASE

FCC WAS TOLD in oral argument Friday that its examiner's tentative denial of proposed purchase of WHAS Louisville properties by Crosley Broadcasting Corp. [BROADCASTING, June 27] is contrary to purpose of FCC duopoly rule and disregards benefits which public would receive from WHAS-AM-FM-TV service under Crosley ownership.

Neville Miller, Washington attorney for *Courier Journal* and *Louisville Times*, owner of WHAS properties, and D. M. Patrick, counsel for Crosley, argued for reversal of Examiner Leo Resnick's initial decision while Walter R. Powell, chief of FCC's transfer branch, appeared on behalf of FCC general counsel in support of decision but presented no formal argument. Examiner's decision would deny proposed purchase, involving $1,925,000 before adjustments, on grounds of admitted overlap between clear-channel WHAS (840 kc, 50 kw) and Crosley's clear-channel WLW Cincinnati (700 kc, 50 kw).

Mr. Miller said *Courier-Journal* wants to retire from radio for business reasons but that examiner's decision not only would deprive papers of approximately $2 million sales price but also make it necessary to invest another $1 million to get TV going. Further, he quipped, transfer would be in line with FCC's policy against newspaper ownership of stations.

FCC meanwhile issued order making final its proposed decision granting WHAS application for extension of time in which to complete WHAS-TV. TV station now expected to go on air about Feb. 1, Mr. Miller reported.

DUMONT ASKS COMPARISON BLACK-AND-WHITE, COLOR

DuMONT wants simultaneous comparison of commercial black and white with proposed color systems—covering baseball game and other subjects—during demonstrations at forthcoming FCC television reallocation hearing (see TELESTATUS, page 66). Request made Friday afternoon by Allen B. DuMont in letter to FCC Chairman Wayne Coy. Copies sent CBS, RCA and Color Television Inc.

Dr. DuMont asked permission to install dozen or more standard DuMont black and white receivers in hearing room for comparison purposes. Baseball game, or football if after Oct. 1, would be aired via DuMont's WTTG (TV) Washington with color proponents "invited" to cover game with their equipment and transmit via suitable other Washington telestations.

ADVERTISING UNIT TO BE SET UP BY COMMERCE DEPT.

U. S. COMMERCE Dept. will set up permanent advisory committee from advertising field as first step toward establishing an advertising service unit in the department, Secretary Charles Sawyer said late Friday following a meeting with prominent advertisers.

Among those attending the meeting were Paul B. West, president of Assn. of National Advertisers, named temporary chairman; Frederic R. Gamble, president, American Assn. of Advertising Agencies; Ralph Hardy, representing Justin Miller, president of NAB; Charles W. Jackson, aide to Presidential Assistant John R. Steelman.

NBC-TV RATE INCREASE OUTLINED BY DENNY

NBC Television network rates will be increased according to already prepared timetables, Charles R. Denny, NBC executive vice president, told affiliates convention Friday. Rate rises were one of three means which Mr. Denny said NBC-TV would use to "get into the black" as soon as possible. Other two were vigorous sales campaign to increase volume of billing and expansion of network's size.

Text of Mr. Denny's talk, made at television session of third annual convention (see earlier story page 23) was not disclosed, but it was learned he outlined network's plan for rate increases commensurate with gross of circulation.

Sylvester L. (Pat) Weaver Jr., recently appointed NBC vice president in charge of television, in maiden appearance before audience of NBC stations, made thumping speech praising radio's effectiveness as well as television's. Mr. Weaver, echoing prevailing line of NBC presentation to affiliates, said radio was greatest mass medium which should not be sold short. Radio and television were viewed by Mr. Weaver as complementary media which together could be used by advertisers with great success. He outlined new program plans including projected three-hour Saturday night show that was announced three weeks ago, and said intention of NBC-TV was to build programs which would give advertisers maximum sales impact for minimum investment.

Resolutions adopted unanimously by affiliates Friday included one urging next annual convention of NBC stations be held in Hawaii. Night before L. P. Thurston, of KGU Honolulu, who for past two years has energetically plumped for Hawaiian expedition, presented program of hula dancing, Hawaiian song and sales talk for islands' scenic wonders which proved so persuasive affiliates voted *en masse* to meet there next year.

Other resolutions reaffirmed affiliates' faith in NBC, thanked network for staging convention and complemented NBC's Stations Planning and Advisory Committee for its work in this past year.

HILL BLACKETT & CO. AND GRANT ADVERTISING JOIN

HILL BLACKETT and Will C. Grant issued a joint announcement Friday that Hill Blackett & Co. and Grant Advertising Inc. have "consolidated." Accounts involved will be announced at a later date, the announcement said. Although ill at home, Mr. Blackett told BROADCASTING his advertising career in Chicago has extended over 27 years. He was one of the founders of Blackett & Sample in 1923 and became a partner in Blackett, Sample & Hummert in 1927. Hill Blackett & Co. was formed in 1944.

Mr. Grant founded his agency 13 years ago in a one-room office in Dallas. In collaboration with Lee Segall, president of KIXL Dallas, he promoted *Dr. I. Q.* locally and in 1939 made a deal with Mars Inc. to sponsor the show on a national scale. Mars annual advertising appropriation now surpasses $2 million, much of which is for radio. The Mars account, Mr. Grant's first, helped him build Grant Advertising into one of the largest international agencies in the world.

FILM LABS SETTLEMENT SET

FORMULA to end fight between New York film laboratories and lab workers in Local 702, IATSE, arrived at Friday by IATSE President Richard F. Walsh and movie moguls. Proposal, if found acceptable to Local 702, will end dispute. Local 702's threatened strike would have interrupted TV film production, including newsreels and kinescopic prints.

Closed Circuit

(Continued from page 4)

regarded certain that CSC will testify at inevitable hearings. CSC's belief: no independent or regulatory agency covered by Civil Service should be singled out for raises inasmuch as classification measures (S. 2379-H.R. 5931) and heads-and-assistant-heads bill (H.R. 1689) raise one and all.

TOP PAY raise legislation for FCC (H.R. 1689), heretofore "must" for this session (not to be confused with McFarland Bill above), may go by boards, if Senate logjam continues much longer. Many senators are known to feel that holdover to the next session would not prove as ill-advised as first believed. They reason it would be only a matter of months before Congress reconvenes in January. Next two weeks' activity on Capitol Hill will decide fate. Bill would raise Commissioners from present $10,000 to $16,000; Chairman to $18,000.

MOVEMENT afoot among some stations on list of Edward Petry Co. to retain identity as a station group no matter what is outcome of meeting of Petry stations this week in New York [see story page 49]. Theory is that stations constitute such a strong list for national spot business that dissolution of group would weaken all and that list should stay intact for national representation.

DESPITE formal word from Mexico that it will forego participation in NARBA conference which gets under way in Montreal this week in quinquennial session to handle domestic broadcast allocations, our State Dept. reportedly is using every means of suasion in diplomatic bag-of-tricks to have full major national representation. Mission of FCC Comr. George E. Sterling and U. S. Ambassador Albert F. Nufer, to Havana last weekend, described purely as "good will," nevertheless is believed to have had as its primary purpose urging of Mexico's participation through its Cuban good neighbor.

IMPORTANT hinge in NBC Television affiliate contract—number of free hours per month given network—was not fully taken up at White Sulphur Springs, despite expectation and hope of stations that it would be discussed. However, Executive Vice President Charles R. Denny in Friday morning address stated TV's higher interconnection costs would mean a boost to something under 30 hours per month of free time for NBC. AM affiliate contract calls for 16 hours per month. TV affiliates in Friday afternoon meeting resolved that 17½ hours per month should be the contract figure.

ONLY subject which aroused impassioned discussions at closed meeting of NBC affiliates last week was fall promotion campaign. Number of stations opposed heavy investment by network in national consumer magazines, claiming more good would derive from diversion of funds to local cooperative advertising. NBC, however, stood by long policy against cooperative campaigns.

XUM

KMBC KFRM

HEART BEATS

Kansas City, Missouri — *from the Heart of America* — Early Fall, 1949

KMBC-KFRM SERVES 3,970,100* AREA RESIDENTS

Satisfied Sponsors Are Renewing "The KMBC-KFRM Team" Features

Best proof of any broadcaster's effectiveness in the market served is renewal of contracts by sponsors who are pleased with the results of their program.

The KMBC-KFRM Team, serving Kansas City's vast Primary Trade area, has had numerous renewals by satisfied sponsors since KFRM went on the air December 7, 1947. Among these enthusiastic users of "The Team" are advertisers that sponsor several types of programs.

Farm Director Phil Evans presents the Grain, Produce and Poultry markets each week-day at 12:50 p.m., sponsored by Peppard Seed Company. Peppard has again renewed this important daily trade area program, this time for another year!

Western Mercantile Company recently renewed for a second year their Livestock Marketcasts with Bob Riley. Of vital importance to growers, feeders and all involved in livestock marketing, these Marketcasts are presented each week-day at 12:30 p. m. direct from the Kansas City Stockyards.

Brush Creek Follies, the Heart of America's biggest radio-stage hit, on the air for an hour and a quarter every Saturday night on KMBC (Sunday afternoons on KFRM) is a sell-out to advertisers and to the thousands who attend the show every Saturday night! Summer sponsors of The Follies included Franklin Ice Cream Company, Richmade Margarine and Rodeo Meat products. Newcomers to Brush Creek Follies are Spear Brand Feeds and Butter Nut Coffee, who snapped up the two remaining quarter hours of this great hit show!

General Electric Radio Dealers will again sponsor Sam Molen's play-by-play description of eleven "Big 7" Highlight Football games on The KMBC-KFRM Team this fall.

With The KMBC-KFRM Team's complete, economical and effective coverage of the vast Kansas City Primary Trade area, plus top listener preference, and with satisfied sponsors renewing "Team" features, it's no wonder we're proud of the fact that The Team's audience in Kansas City's Primary Trade area is outstandingly first!

OVER A MILLION RADIO FAMILIES IN "TEAM" PRIMARY COVERAGE AREA

In serving Kansas City's vast Primary Trade territory, The KMBC-KFRM Team provides a clear, strong signal to over Four Million potential listeners! Latest population figures reveal 3,970,100 * people living within the primary (half-millivolt) coverage area of The Team. An estimated Quarter-Million people outside the half-millivot area can also hear KMBC or KFRM clearly!

The KMBC-KFRM Team transmitting stations were specially designed to provide radio service throughout Kansas City's Primary Trade area, including western Missouri, all of Kansas, and portions of the adjoining states of Oklahoma, Texas, Colorado, Nebraska and Iowa.

These same population figures show that there are 1,159,740 * radio families within the Team's half-millivolt coverage area, living in 202 counties in the states named above.

In providing radio service direct from Kansas City, The Team reaches the $4,739,317,000 area market, which for years has regarded Kansas City as its trade capital. This much needed radio broadcasting service provided by "The Team" includes livestock and grain reports, plus other informational farm features, newscasts, women's programs, also weather broadcasts, as well as outstanding educational and entertainment features.

As an advertiser you're interested in this rich agricultural Heart of America. To get the most effective, complete and economical coverage, plus top listener affection, choose The KMBC-KFRM Team!

* Sales Management, Survey of Buying Power, 1949.

Primary coverage (0.5 mv/m) of The KMBC-KFRM Team is shown in white on this map. Note the land area covered, in relationship to the rest of the United States, plus the complete coverage of the rich Heart of America agricultural area.